

LIFE

IN THIS ISSUE
**EXCLUSIVE VISIT TO MAN
WHO DEFIED THE KREMLIN**



MARSHAL TITO

SEPTEMBER 12, 1949 **20** CENTS
YEARLY SUBSCRIPTION \$6.00



*Look for this label... it identifies
the finest wools in the world*

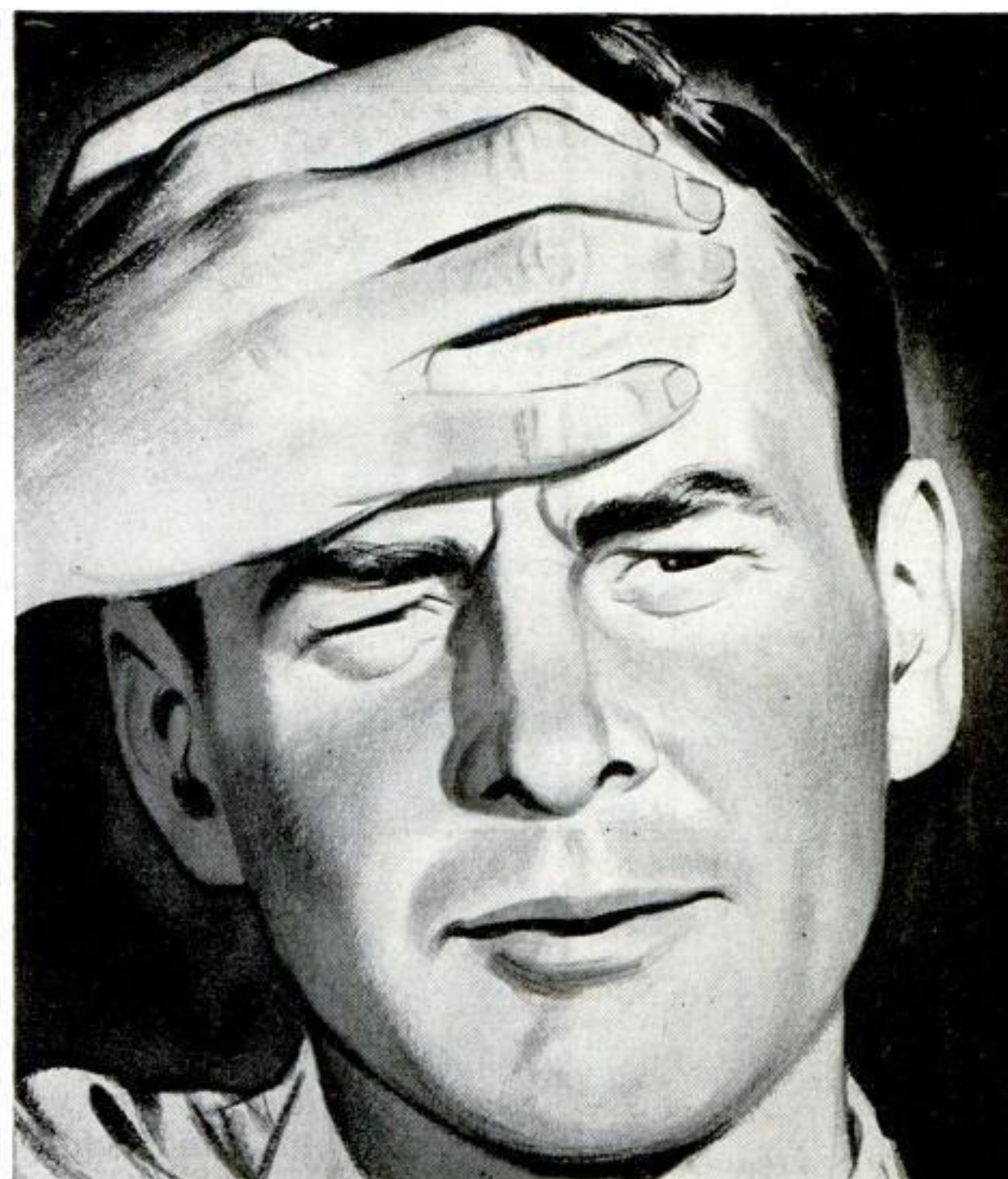


FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

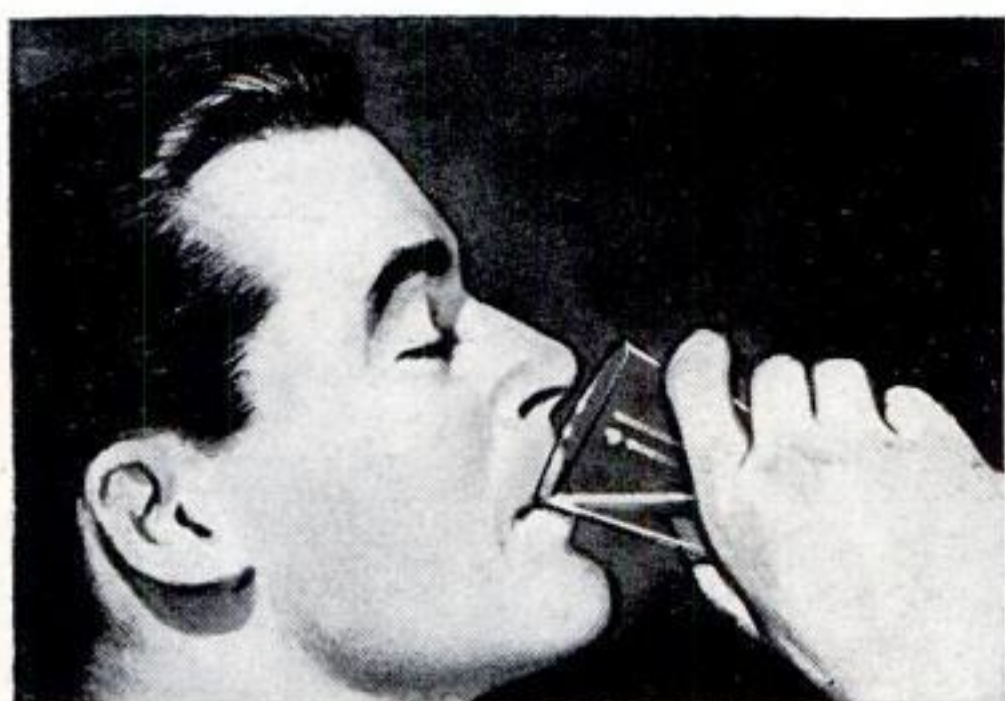
Bufferin

TRADE-MARK

Acts twice as fast as aspirin!



New product for fast pain relief doesn't disagree with you!



It doesn't really matter how fast aspirin—or Bufferin—disintegrates in a glass of water, or in your stomach. The important thing is that it cannot lessen your ache or pain until it gets into your *blood stream*.

PAIN-RELIEVING INGREDIENTS IN
THE BLOOD AFTER 10 MINUTES

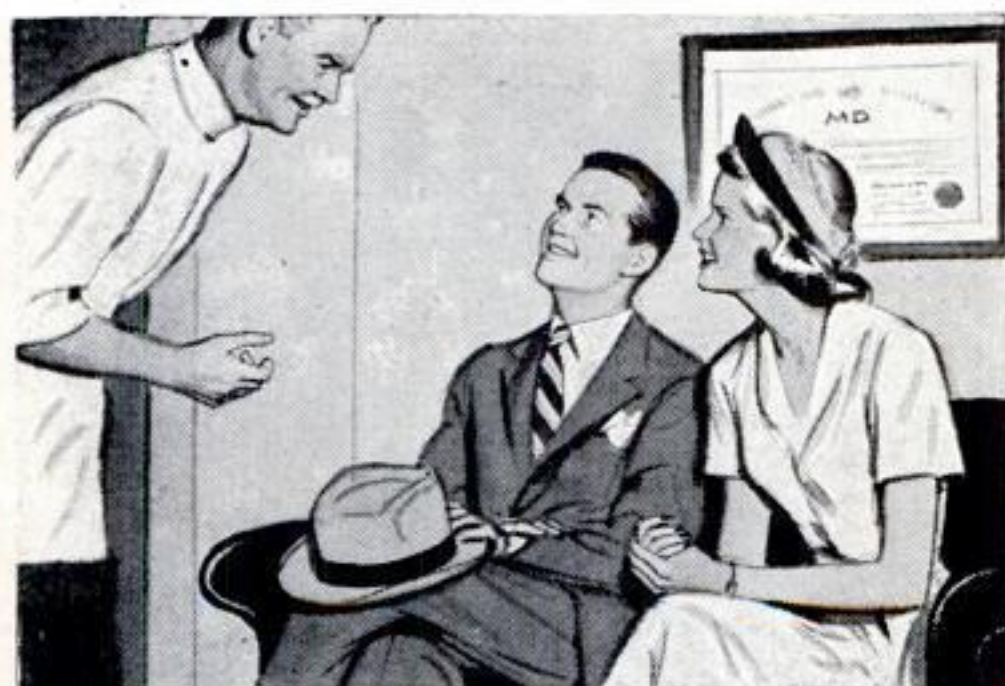
BUFFERIN

ASPIRIN

Clinical studies prove that people who take Bufferin have *twice as much* pain-relieving ingredients in the *blood stream* after 10 minutes as those who take aspirin. Bufferin acts *twice as fast* to relieve pain!



Many people take an antacid when they take aspirin. With Bufferin this is *not* necessary because Bufferin *is* an antacid. Bufferin actually protects your stomach from aspirin irritation.



In a recent clinical test, 200 patients—20 of whom had suffered gastric disturbances after taking aspirin—were given identical doses of Bufferin. The astonishing results: Only *one* of the 200 had even mild distress!



Ask your doctor or dentist about the remarkable effectiveness of Bufferin. Get Bufferin from your drug-gist. In handy 12-tablet, pocket-size package—or economical 36- and 100-tablet packages for home use.



NOTE: BUFFERIN IS SCORED FOR EASY BREAKING WHEN HALF-DOSES ARE INDICATED

BUFFERIN IS A BRISTOL-MYERS TRADE-MARK

IF YOU SUFFER PAIN FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

This One



H6K8-NFH-7521

NOW get the latest HOOVER[®]

MODEL 115

for only

\$49.95

and your
old cleaner

Prices slightly
higher in Canada.

Here's the biggest electric cleaner news in years. Think of getting a genuine Hoover—and Hoover's newest model at that—for this low price. What's more, you can buy it on easy monthly payments.

It's the handiest cleaner in America. Big enough for your weekly house cleaning... light enough to handle at a touch... small enough to store easily. And it beats, as it sweeps, as it cleans. Cleaning tools available at slight extra cost. See your classified telephone directory for the name of your nearest Hoover dealer. Call him right now and ask for a home demonstration.

EASY MONTHLY PAYMENTS

*You'll be
happier with
a HOOVER*

Two other models of Hoover's famous Triple-Action Cleaner, and Hoover's powerful Cylinder Cleaner also available.

THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ont., Canada; Perivale, England



Big Things to Come in Telephone Service

FASTER, BETTER SERVICE MANY LONG DISTANCE OPERATORS NOW DIAL CALLS STRAIGHT THROUGH TO DISTANT TELEPHONES. NEW AUTOMATIC EQUIPMENT MADE BY WESTERN ELECTRIC SPEEDS THESE CALLS TO SOME 300 CITIES. IN ADDITION, TELEPHONE CUSTOMERS IN CERTAIN METROPOLITAN AREAS ALREADY DIAL CALLS TO NEARBY PLACES IN THE SAME WAY THEY DIAL LOCAL CALLS.

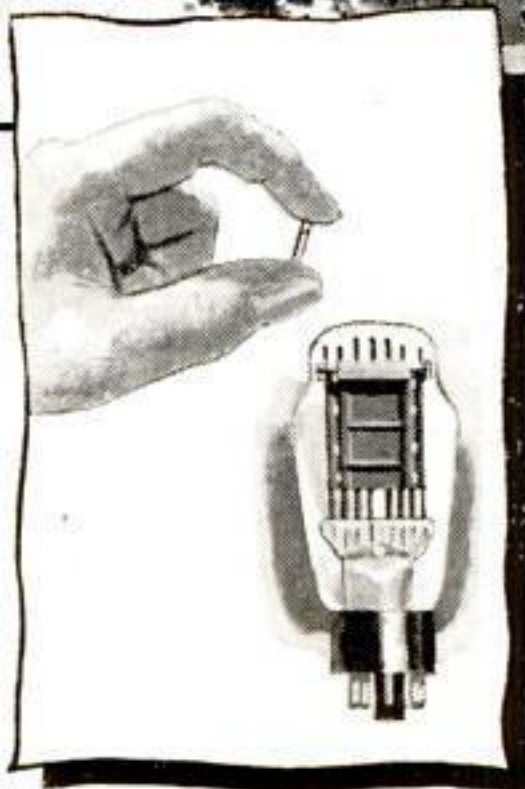
**NOW SHE
DIALS
LONG DISTANCE
CALLS**



TRAVELING TELEPHONES THOUSANDS OF CALLS ARE NOW MADE DAILY FROM AUTOMOBILES, TRUCKS, SHIPS AND TRAINS. IT'S A BIG FIELD FOR THE FUTURE.



**AMAZING NEW ELECTRONIC
AMPLIFIER - THE TRANSISTOR** DEVELOPED BY BELL LABORATORIES. NOT MUCH BIGGER THAN TIP OF SHOELACE. IT'S SIMPLE AND MUCH SMALLER THAN VACUUM TUBES THAT ARE USED BY THE THOUSANDS TO AMPLIFY YOUR TELEPHONE VOICE.



TELEVISION AND LONG DISTANCE TELEPHONE NETWORKS NEW RADIO RELAYS ARE DESIGNED TO BEAM TELEPHONE CALLS OR TELEVISION PROGRAMS FROM TOWER TO TOWER ACROSS THE COUNTRYSIDE. DISTANCE BETWEEN RELAY TOWERS AVERAGES 25 MILES.

**1800 LONG DISTANCE CONVERSATIONS
OR SIX TELEVISION PROGRAMS** MAY NOW GO THROUGH ONE CABLE AT ONE TIME. IT'S THE NEW COAXIAL CABLE. TELEVISION CHANNELS WILL DOUBLE THIS YEAR.

TELEPHONE POLICY THE BEST POSSIBLE SERVICE AT THE LOWEST COST CONSISTENT WITH FINANCIAL SAFETY. AND FAIR TREATMENT OF EMPLOYEES. **BELL TELEPHONE SYSTEM**



SAVE MONEY

I'M TAKING NO MORE
CHANCES WITH TOOTH DECAY.
I'VE STARTED MY WHOLE FAMILY
BRUSHING THIS NEW WAY.



as you SAVE YOUR TEETH!



NEW!

**McKESSON'S
AMMONIATED
TOOTH POWDER**

The real and official Uni-
versity of Illinois ammoni-
ated powder formula for
the control of tooth decay... **60¢**

VALUE

NEW!

**DR. WEST'S
TOOTH POWDER
BRUSH**

A better brush, specially
designed to properly apply
ammoniated powder and
still clean teeth thoroughly... **50¢**

VALUE

A REGULAR DAY-IN AND DAY-OUT **\$1.10**
VALUE

McKesson, makers of
quality drug products
since 1833, has been
granted one of the very
few University of Illinois
licenses to manufacture
this real and official (Uni-
versity of Illinois) am-
moniated powder for the
control of tooth decay.
It's a pleasant-tasting
dental powder of pre-
scription quality.

A brand new Miracle-
Tuft toothbrush that re-
duces the nuisance and
waste of powder falling
through the tufts. Dr.
West's quality through-
out, with three rows of
"Exton" bristles, in the
dentist-recommended
"straight-top" design.
Sealed in glass for extra
protection.

Both 89¢ for only

FOR A LIMITED TIME ONLY AT ALL LEADING DRUG COUNTERS

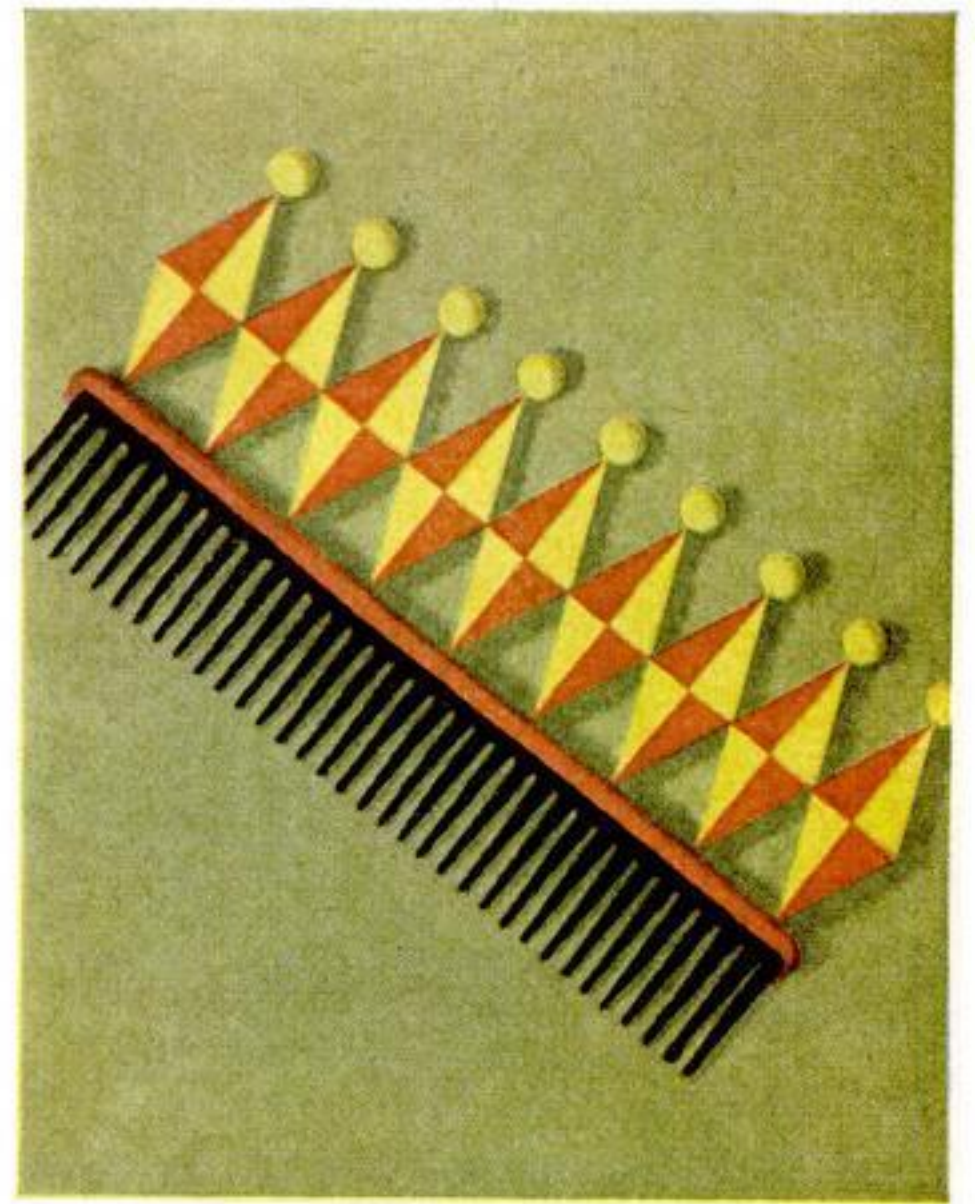
Want to sleep sweeter from startime to dawn?



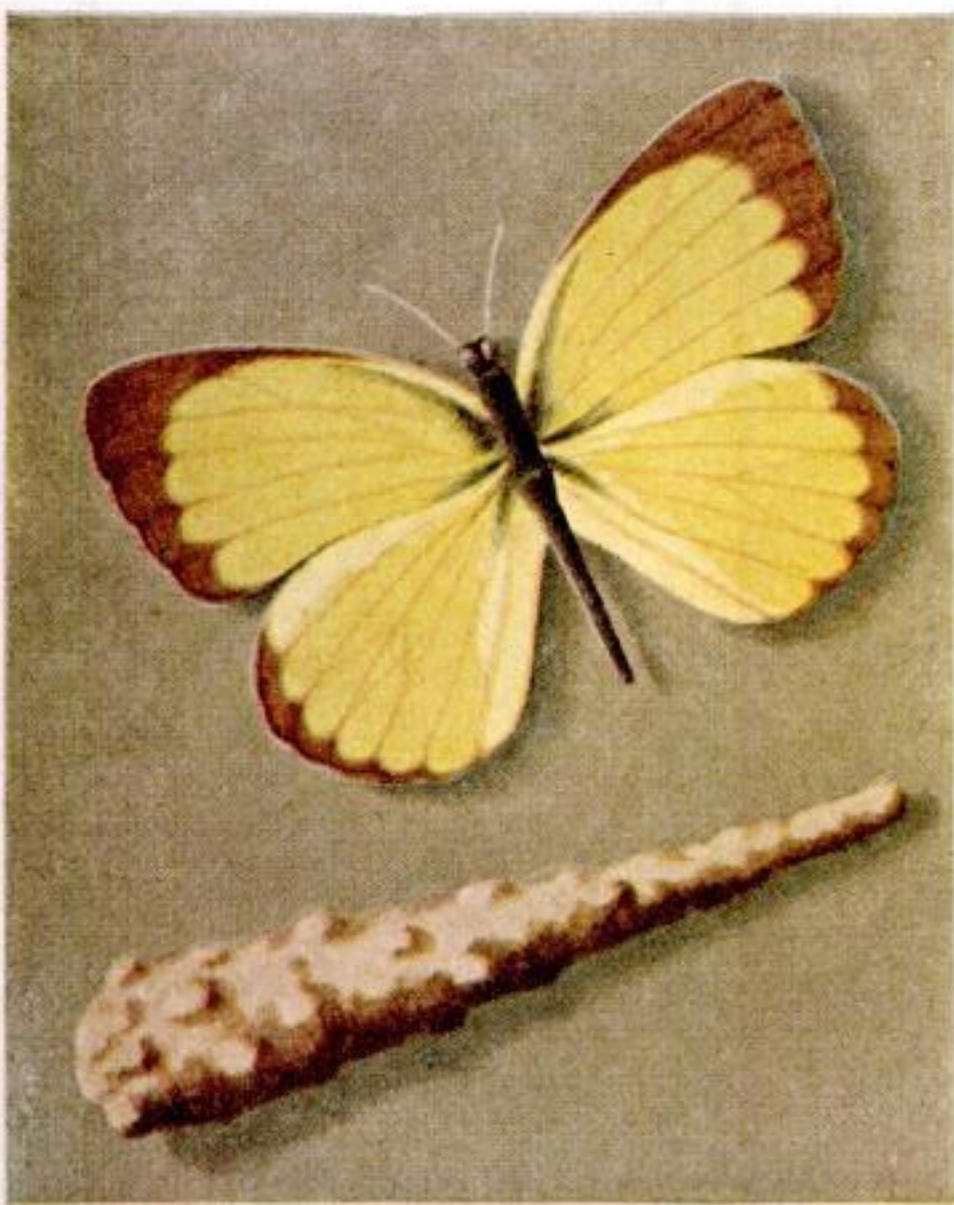
Your **CANNON GIRL** says: No heiress floats to sleep in greater luxury than you - on the new Cannon Percale Sheets!



These beauties are smoother, softer than ever before - it's like sleeping on your personal **CLOUD!**



Reason being - now Cannon Percale Sheets are **COMBSPUN!** Downy cotton is combed till only long sleek fibers remain...



Yet today you actually pay less - and get a snowy dream-sheet that's **BUTTERFLY-LIGHT** and **CAVEMAN-STRONG!**



More news: you can also get Combspun Cannon Percales in dreamy pastel **WATER COLORS!** (Priced a touch more.)



To sleep like a Snow Queen (on white) or Flower Princess (on Water Colors) - be sure to ask for **COMBSPUN CANNON PERCALES!**

Cannon Percale Sheets - Now They're Combspun



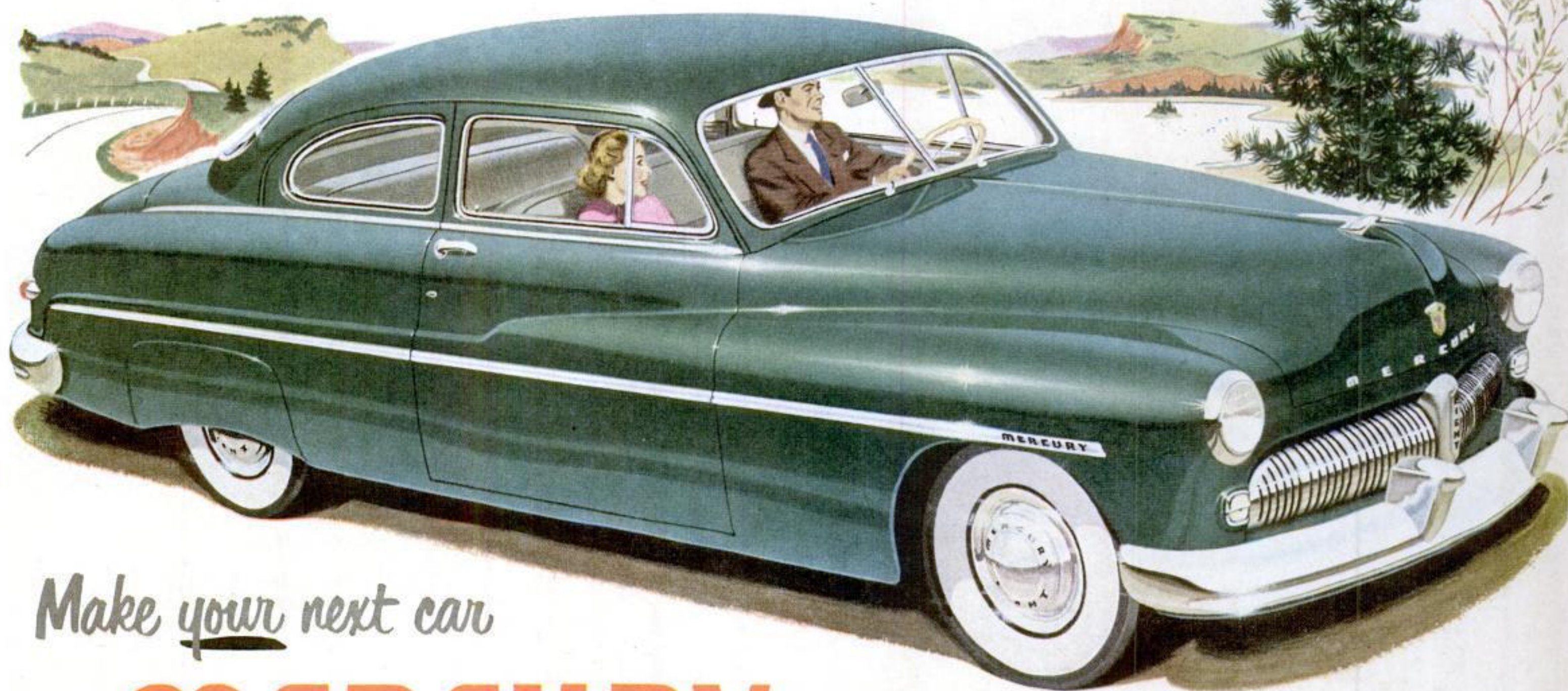
CANNON TOWELS... STOCKINGS... BLANKETS ★ CANNON MILLS, INC., NEW YORK 13, N. Y.

COPR. 1949 CANNON MILLS, INC.

"There's no match for MERCURY style!"

THAT'S WHAT OWNERS SAY ABOUT THE HANDSOME NEW 1949 **MERCURY**!

*It's long! It's low! It's really massive! No wonder owners say there isn't a smoother, smarter, more handsomely designed car than the 1949 **MERCURY**! And they're right! There isn't!*



Make your next car

MERCURY

YES, the 1949 Mercury is the most beautiful value today — in more ways than one!

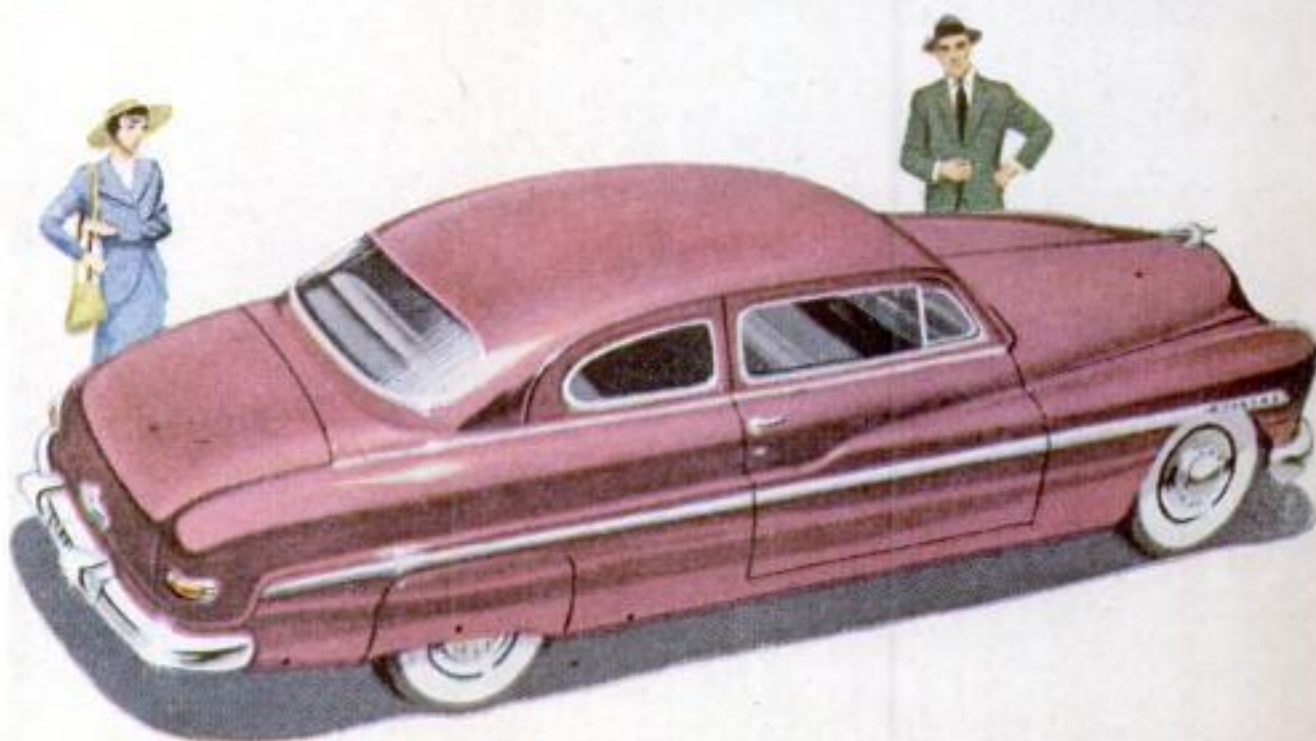
For everything in it has been *road-proven* by thousands of owners over millions of miles!

You get a new 8-cylinder, V-type engine with surprising *economy*! Front

coil *springing*! A truly restful "comfort-zone" *ride*! Easier *steering*! "Super-safety" *brakes*! Increased all-round *visibility*! Plus the luxury of foam rubber-cushioned *seats*!

See it! Drive it—and you'll say: "*It's Mercury for me!*"

MERCURY DIVISION OF FORD MOTOR COMPANY



White side-wall tires and rear wheel shields optional at extra cost



*finest...smartest
most dependable!*
Alligator Rainwear



Smart new
TRAVELWEIGHT
\$18⁷⁵

Trench model
\$20.75. Other Alligator Rainwear,
\$7.50 to \$53.50.

WEAR AN Alligator Travelweight for a comfort thrill . . . it's almost weightless! Fine pima cotton . . . smooth interlocking weave . . . handsome colors . . . superb water repellent protection . . . all yours in Travelweight, your smart new Alligator!

THERE'S AN ALLIGATOR FOR YOU because Alligator offers more quality, more style, more value, more protection in exclusive water repellent and waterproof models! See why more men ask for Alligator . . . see the great variety at your favorite store. The Alligator Company, St. Louis, New York, Los Angeles.



BETTER DEALERS FEATURE:
ALLIGATOR
Rainwear
because . . . IT'S SURE TO RAIN!

LETTERS TO THE EDITORS

COWBOY

Sirs:

Yummy yum! Your article about Cowboy C.H. Long (LIFE, Aug. 22) was very much appreciated. I bet there will be a woman behind every bush on the lone prairie waiting to pounce on him. As for myself—show me the shortest way to the Texas Panhandle!

JUNE FRAZIER

Winston-Salem, N.C.

Sirs:

How has such a handsome hunk of man as C.H. Long escaped those Texas women? Wow! What a man!

SADIE N. FOGLE

Neeses, S.C.

Sirs:

Having never seen a real honest-to-gosh cowboy, C.H. is all I ever hoped they were like. Thirty-nine-year-old men in this part of the country certainly don't look as youthful as he does.

RUTH SHAW

Chicago, Ill.

Sirs:

Hooray! A real he-man if I ever saw one! My heart is still going flipflop! Why?

C.H. Long, that's why!

Too bad he feels that way about horses and women.

DOLORES McCALL

San Francisco, Calif.

Sirs:

I have just finished reading "Cowboy." After reading it, I felt I understood some of the idiosyncrasies of my husband much better, for he too was once a cowboy and many years a bachelor.

MRS. H. B. GRIFFIN

Benicia, Calif.

Sirs:

Please let us know how many offers of marriage C.H. has received since publication of his story.

GERALD J. McINTOSH

Little Rock, Ark.

● Within 12 days after the story was published, C.H. had received 100 personal letters of which, he says, "quite a few" were proposals of marriage.—ED.

Sirs:

I am 33 and also a bachelor but I can't imagine a man preferring the sun-baked desert with only a horse and a cow to look at. Just give me an air-conditioned apartment and a good-looking girl to look at. He can have his freedom with the horses.

ALLEN HAYWOOD

Stockton, Calif.

Sirs:

We find more information would be desirable regarding the owner of the JA Ranch—M.H.W. Ritchie. Is Mr. Ritchie married? If not, does he share Cowboy Long's attitude toward the fair sex and, last but not least, is he more than an administrative figurehead on his own ranch?

ANN AND ELIZABETH WHITMAN

Beverly Hills, Calif.

● Ritchie participates actively in all the ranch work by day, then goes home in the evening and listens to classical records with his wife Betty.—ED.

CONTINUED ON NEXT PAGE



AVON Du-Flex SOLES

... not on all shoes, just the best ones



There's GRISTLE

Buoyant, resilient, comfortable. Here we show it in the rugged sure-footed CLEAT—smart styling by Avon.



There's GUMSAR

Soft and comfortably yielding, yet tough. Extra light weight in thick soles for sports shoes of many types. Used in design and plain soles marked Du-Flex GumSar.



There's NAP

Velvety texture, light weight, flexible and extra long wearing. Used on professional, dress and sports shoes. Shown here is the famous Napline sole especially designed for nurses.



There's CORK

A soft-walking, waterproof, non-slipping sole lightened by millions of tiny particles of cork. A general utility and safety sole, found on street, sports and work shoes.



There's CREPE

A wonderfully light springy sole that cushions the miles for the wearer. Made of Du-Flex latex selected Crepe, by Avon's exclusive process.

These are only a few of the Avon Du-Flex styles which add their own fashion touch to the finest shoes of many makes. They are the highest quality and give far more wear than leather soles.

AVON SOLE COMPANY • AVON, MASS.

Pioneers of Quality and specialists in the production of fine sole materials for thirty-eight years.

MEN AND BOYS: FOR INDOOR-OUTDOOR COMFORT TRY CARTER'S TRIGS

MAN, YOU'LL FEEL GOOD!

With the soft, fine, combed cotton of Carter's Trigs next to your skin... with that just-right support... with no bunching or binding—you're bound to feel extra good!

BOY, YOU'LL LOOK GOOD!

Trigs are tailored for trimness. Carter's special knit "gives" with the body. Waist elastic keeps its "life". And Boys' Trigs are made exactly like Dad's.

MOM, YOU'LL SAY, "GOOD!"

You probably know about Carter's infants' wear. Well, Trigs are made with the same care. And, Trigs are as easy to wash. No ironing, of course!



Carter's TRIGS
BRIEFS, MID-LENGTHS AND LONGS... ATHLETIC AND T-SHIRTS... AND SUITS
FOR MEN AND BOYS
Needham Heights 94, Mass.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

My 4½-year-old "cowboy" would like to know why C.H. doesn't wear a gun.

PHILLIP J. POPE

San Francisco, Calif.

Sirs:

Where is the 10-gallon hat?

GEORGE J. CHASE JR.

Northampton, Mass.

• Reader Hopson (below) answers these questions.—ED.

Sirs:

As the author of more than 20 Western novels, and some 200 or so stories for Western pulp magazines, I'd like to take off my hat in a bow of profound thanks to LIFE for your story on the American cowboy.

The average cowhand working the ranges of the West today isn't a great deal different from his grandfather. He wears smaller spur rowels because they throw less strain on his legs, can't rope a cow or run by and "tail" it down just for the hell of it as his ancestor once did, is handy with a Winchester but seldom packs a gun because he doesn't need one except for predatory animals, and often hauls his horse 20 miles in a pickup truck to do range work. His hat is smaller because the old prairies are now choked with brush and you can't work cattle in brush with a 10-gallon hat on. And instead of being a low-paid yokel in boots, he's likely an ex-GI who makes from \$125 up to as much as \$550 a month as foreman.

WILLIAM HOPSON

Douglas, Ariz.

CONTINUED ON PAGE 10

Please
send



to _____ NAME

_____ ADDRESS

CITY _____ ZONE _____ STATE _____

ONE YEAR AT \$6.00

(1 year at the single copy price would cost you \$10.40)

I enclose \$ _____

Please Bill Me ☐

Give to your newsdealer or to your local subscription representative

or mail to **LIFE**

540 N. Michigan Ave., Chicago 11, Ill.

L-9-12

Fast HELP for HEADACHE

UPSET
STOMACH
JUMPY
NERVES

**BROMO-
SELTZER**
FIGHTS HEADACHE
THREE WAYS

For fast help from ordinary headache always take Bromo-Seltzer. It fights headache three ways:

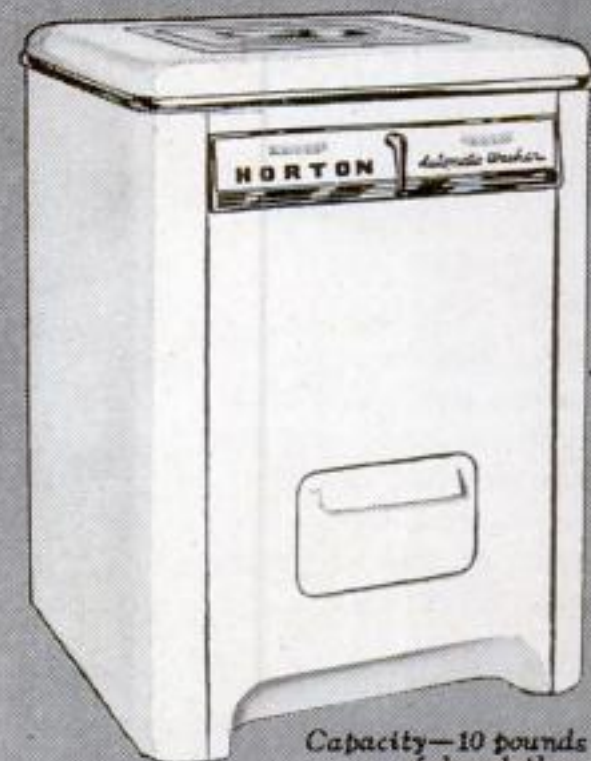
1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.



...an amazing new washer that's completely, fully automatic!

The new Horton Automatic Washer, with a single dial setting, fills, drains, washes, TRIPLE rinses, spins and fluffs. Rocker type of tumbling action tosses clothes gently yet cleans with utmost thoroughness. Only 28 gallons of water used for all operations—washing and 3 rinses.



Capacity—10 pounds of dry clothes.

a product of

HORTON

HORTON MANUFACTURING CO.
Fort Wayne, Indiana

In Canada, the trade name HORTON ELECTROHOME distinguishes products manufactured and sold by Dominion Electrohome Industries, Ltd., of Kitchener, Ont.

DIAL stops odor before it starts

...the only really effective deodorant soap!

*DIAL
SMELLS GOOD
and DIAL
is mild!*

**DIAL removes
skin bacteria that cause
perspiration odor!**
Because DIAL and only DIAL
contains AT-7

Dial not only promises you complete over-all freshness round the clock—Dial guarantees it! For Dial with odorless AT-7 removes the major cause of perspiration odor—doesn't merely "cover-up." AT-7 is the only ingredient known to keep its antiseptic power effective in soap. Dial does not stop healthful perspiration but does stop odor, so your clothes stay clean-smelling, too. And Dial smells good—not strong, not sissy. It's a light, clean fragrance you'll like.

Complexion protection! Mild, kind—Dial is so rich-lathering and thorough-cleansing—perfect for complexions, too. Use Dial and you need only this one soap in the bathroom. And remember, Dial is a large hard-milled bar that lasts a long, long time! Get several bars today.

Bathe daily with DIAL to be at your best

Another **ARMOUR** Product

Tune in STARS OVER HOLLYWOOD—CBS Saturday

Camera proves why **DIAL** guarantees round the clock freshness!

Money-Back Guarantee

DIAL is unconditionally guaranteed to keep you fresh round the clock. In fact, the more you use DIAL, the longer-lasting freshness you build up. Bathe with DIAL for just 7 days and see for yourself. If you aren't completely satisfied with DIAL deodorant soap, mail the unused portion to Armour and Company, 1355 West 31st Street, Chicago 9, Illinois. The full purchase price will be sent you at once. Never before could any soap make this guarantee.



After ordinary soap... thousands of bacteria are left on the skin. These include the bacteria that thrive on perspiration—bacteria that science has found cause perspiration odor.



After DIAL... washing regularly with Dial eliminates up to 95% of the odor-producing skin bacteria. Safely! Surely! Because Dial alone contains AT-7. Dial keeps you fresh.

Doctors prove AT-7's amazing effectiveness! Tests show that the surgeon who scrubs up regularly with a soap containing AT-7, Dial's unique ingredient... removes 10 times as many bacteria as by a scrub-up with regular soaps.



© A & Co.



Keeps you
fresh round the
clock!



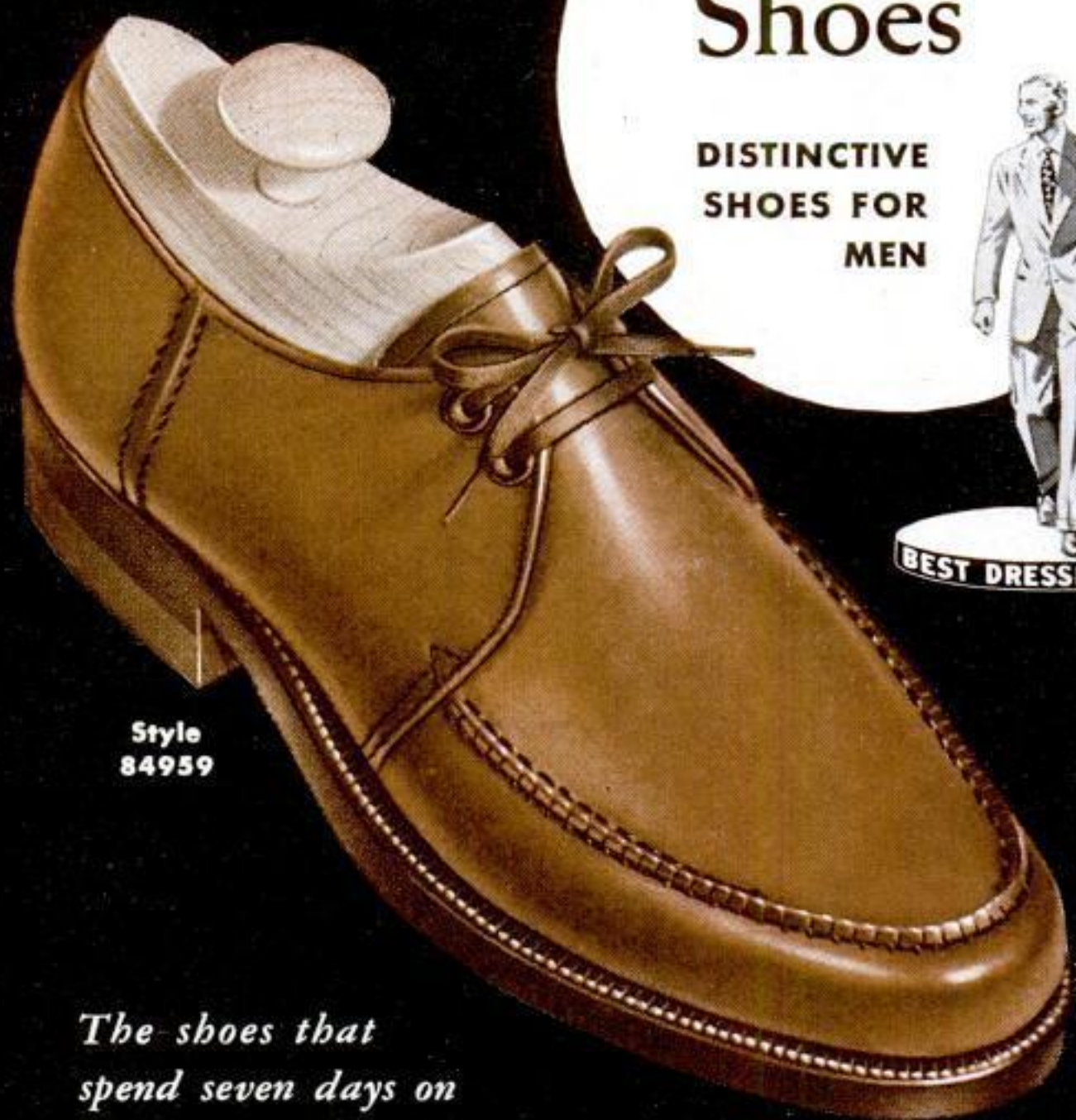
"Best Dressed" Styling at popular prices

with **City Club
Shoes**

**DISTINCTIVE
SHOES FOR
MEN**



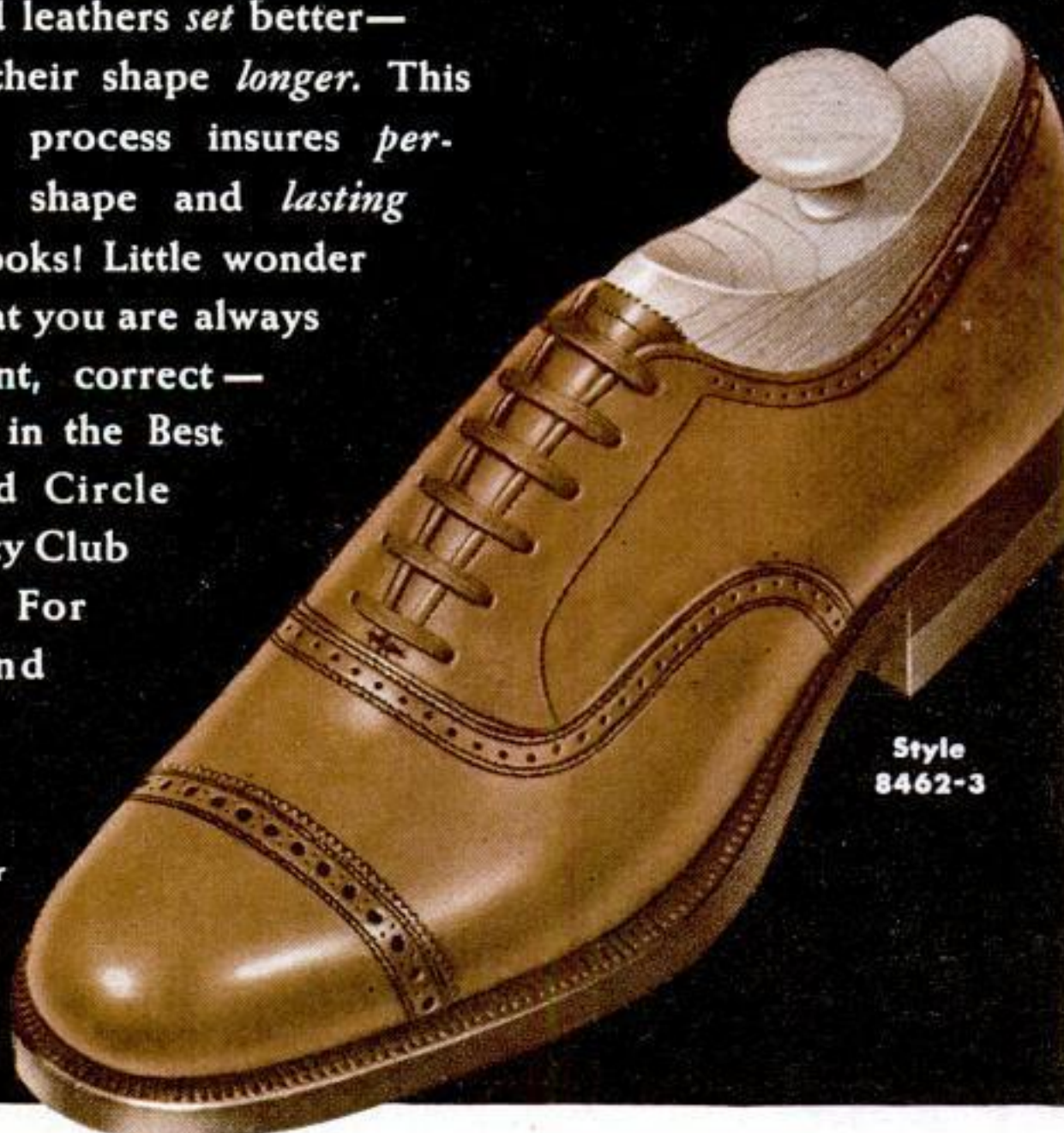
BEST DRESSED CIRCLE



Style
84959

The shoes that
spend seven days on
the last...so the matched,
selected leathers set better—
retain their shape longer. This
costlier process insures per-
manent shape and lasting
good looks! Little wonder
then that you are always
confident, correct—
at ease in the Best
Dressed Circle
—in City Club
Shoes! For
men and
boys.

Ask your
shoe dealer
or write us



Style
8462-3

CITY CLUB SHOES—\$9.95 to \$12.95, With Luxury-Tred Feature—\$13.95 to \$15.95. Some Styles Slightly Higher
Also Claston Shoes At Lower Prices

City Club by PETERS

PETERS, DIVISION OF INTERNATIONAL SHOE CO., ST. LOUIS 3, MO.

LETTERS TO THE EDITORS

—CONTINUED—

Sirs:

"Cowboy" may be your idea of a "rugged" existence, but in my day, 50 years ago, we had no cots or sleeping tents, and seldom a fly for shade and in winter-zero weather we "rolled our own" with our gloves on. To me your modern cowboy lives a life of luxury.

Z. WHEELER

Clayton, N.Mex.

Sirs:

One statement in "Cowboy" surprised me. You said that Long has to smoke tailor-made cigarets in the winter because his fingers would freeze if he removed his gloves. I always thought that a real Texas cowpoke could roll a cigaret with one hand (gloved or ungloved) on a buckin' horse in a whirlwind.

CHARLES J. MURRAY

Ft. Worth, Texas

● No one outside of vaudeville rolls a cigaret with gloves on today. One winter C. H. did freeze his fingers.—ED.

Sirs:

Hereafter don't make your covers so lifelike.

I am a room clerk in a small Southern hotel located in downtown Elberton, Ga. We are subscribers of your magazine and as a rule we, upon reading it, set it down on the desk counter. Your Aug. 22 issue undoubtedly looked very real—not so much the cowboy as the cigaret. Several passersby noticed this and thought for a minute that some careless smoker had laid his cigaret down on the magazine. We were forced to move the magazine and place it in its original magazine rack.

ROBERT BUCHANAN

Elberton, Ga.

Sirs:

At first glance, I thought the cowboy on the cover (LIFE, Aug. 22) was Bing Crosby.

W. L. VALLEE

Westbrook, Maine

● No one but Rudy Vallee's younger brother was confused.—ED.

Sirs:

If he is the same C. H. Long who was in Hq. Btry. 98th A.A.A. Gun Bn. during the war, I'm including a picture of him scrutinizing a Jap suicide plane on Okinawa. I've never met a nicer, more sincere fellow.

PAUL BENOIT

Bourbonnais, Ill.



C. H. ON OKINAWA

EXPATRIATES

Sirs:

On turning the page after reading your unusually fine article, "Cowboy," I was quite shocked to find a picture ("The New Expatriates") which

CONTINUED ON PAGE 12

ALL NYLON...\$1.50



A real dream bra, all nylon—every inch, every stitch! Washes beautifully and dries in a flash. It fits like a dream, too...giving the high, rounded look that is so popular!

#929, White or pink nylon (#960, Satin; #961, Cotton) Sizes 32 to 36, A-cup; 32 to 38, B-cup.

LOVABLE BRASSIERE CO., Dept. 19, 358 5th Ave., NYC 1

YOU'LL LOOK LOVELY, TOO,

IN A *Lovable* BRA



any old time!

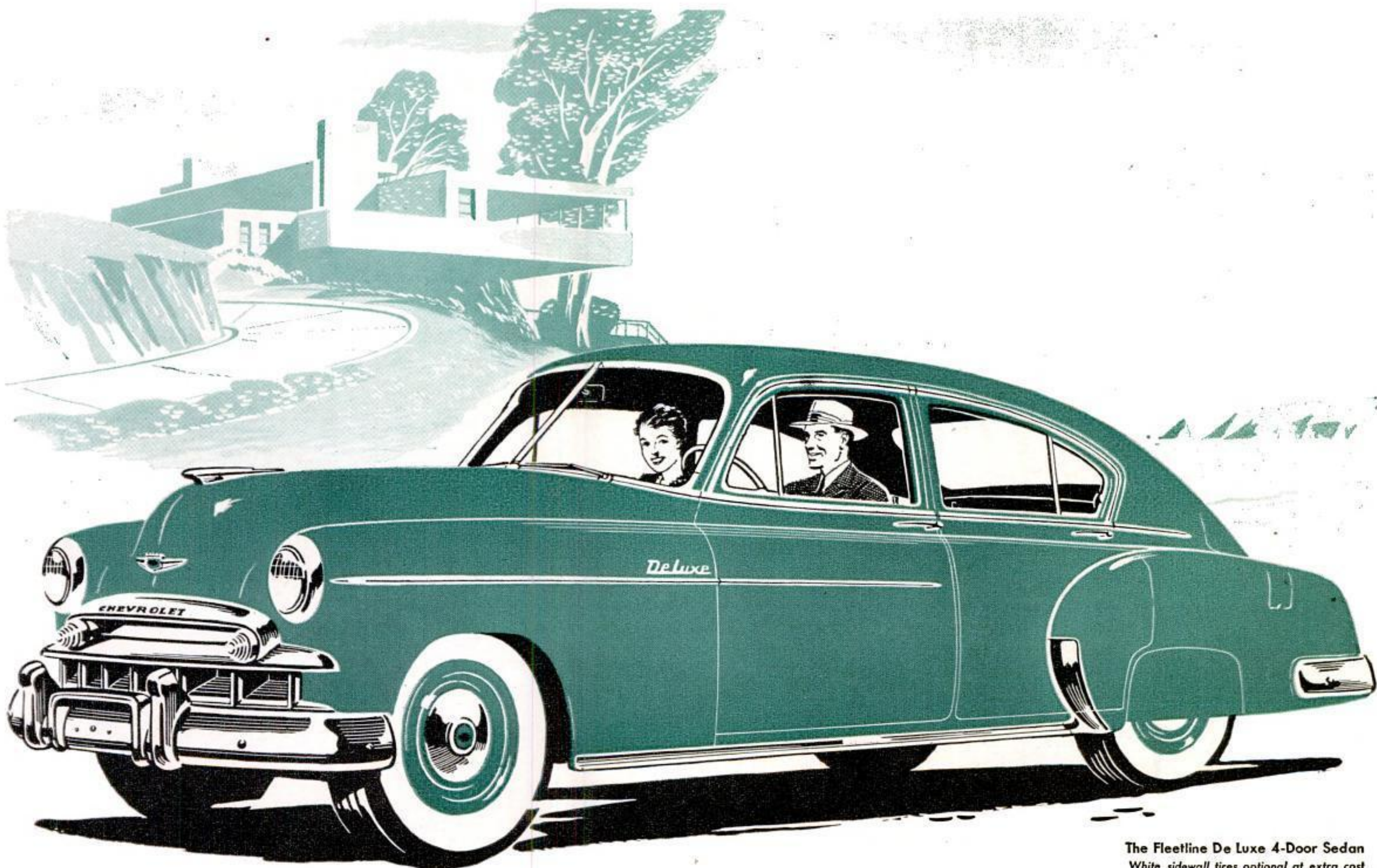


the cracker with that swell cheese flavor



America's largest selling cheese cracker!

Sunshine Biscuits, Inc.



The Fleetline De Luxe 4-Door Sedan
White sidewall tires optional at extra cost

Choose the car that gives these ***EXTRA VALUES*** ...Choose Chevrolet

**WORLD'S CHAMPION
VALVE-IN-HEAD ENGINE**

**FISHER BODY
STYLING AND LUXURY**

CENTER-POINT STEERING

**CERTI-SAFE
HYDRAULIC BRAKES
(with *Dubl-Life* Rivetless
Brake Linings)**

**FISHER UNISTEEL
BODY CONSTRUCTION**



Once you realize how many **EXTRA VALUES** Chevrolet provides . . . and what extra savings it offers in purchase price, operation and upkeep . . . then nothing less will satisfy, nothing else will do!

For this car brings you the *extra* eye-appeal of Body by Fisher, the *extra* performance-efficiency of a Valve-in-Head engine, the *extra* driving and riding ease of Center-Point Design, and feature after feature of highest-priced cars—all at *lowest* cost.

Confirm these facts at your nearest Chevrolet dealer's and you'll choose Chevrolet—the *most beautiful buy of all*—and America's first choice again this year!

CHEVROLET MOTOR DIVISION, General Motors Corporation
DETROIT 2, MICHIGAN

**CURVED WINDSHIELD
with PANORAMIC VISIBILITY**

**LONGEST, HEAVIEST CAR
IN ITS FIELD,
with WIDEST TREAD, as well**

**5-INCH WIDE-BASE WHEELS
(with Extra Low-Pressure Tires)**

**EXTRA ECONOMICAL
TO OWN—OPERATE—
MAINTAIN**

**FIRST FOR QUALITY
AT LOWEST COST**

CHEVROLET

**AMERICA'S CHOICE
FOR 18 YEARS**

Will he see you at your **BEST** tonight?



Don't "just miss" because of

TOBACCO MOUTH
[OFF-COLOR BREATH • OFF-COLOR TEETH.]



SMOKE ALL YOU WANT! this new, pure-white tooth paste with Lusterfoam attacks tobacco yellow and off-color breath.

The yellow film of "tobacco mouth" is a little thing—but it can disfigure your smile like a missing tooth!

And the odor of "tobacco mouth" . . . oh—oh! Lady, it's just not like you. Why offend a friend? Why annoy a neighbor—even in all innocence? It's so easy to be completely sure of yourself if you use Listerine Tooth Paste. Here's why—

It contains Lusterfoam—a special ingredient that actually foams cleaning and polishing agents over your teeth . . . into the crevices—removes fresh stain before it gets a chance to "set" . . . whisks away that odor-making tobacco debris!

See for yourself how Listerine

Tooth Paste with Lusterfoam freshens your mouth and your breath! Get a tube and make sure that wherever you go—you won't take "tobacco mouth" with you!

Electron-Microscope shows difference!

Tooth surfaces, magnified 6,300 times, illustrate how new, scientifically perfected cleaning and polishing agents enable Listerine Tooth Paste to heighten tooth brilliance and surface smoothness . . . attacking a major cause of Tobacco Mouth.



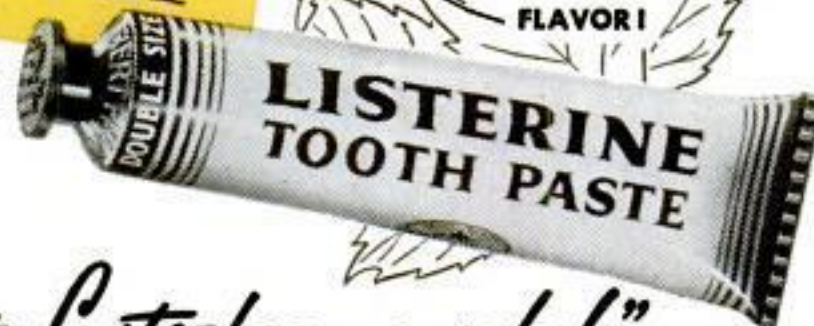
LEFT: Tooth surface polished with ordinary polishing ingredient.
RIGHT: Surface of same tooth polished with new Listerine Tooth Paste.

TOBACCO MOUTH

...give it the "brush-off" with



"Feel that Lusterfoam work!"



LETTERS TO THE EDITORS

CONTINUED

showed such a tremendous contrast with the previous story—the group of bearded "intellectuals" with nothing better to do than to sit in a sidewalk cafe drinking.

WILLIAM M. PURSELL

Berkeley, Calif.

Sirs:

As an ex-Sorbonne I was very delighted with the article, "The New Expatriates," by John Stanton (LIFE, Aug. 22). But it surprised me to see my old friend, Hill Hazlip in such serious poses.

The enclosed picture was taken at the American House in Paris where students of all countries live together. In this snapshot Mr. Hazlip's face reflects happier moments.

LESTER FELDSON

White Plains, N.Y.



HAZLIP (RIGHT) AND FRIENDS

QUILLED DOG

Sirs:

I'm awfully worried about that poor dog with the porcupine stickers (LIFE, Aug. 22). Is he all right by now?

MRS. R. LEE WILLEY

Atlantic City, N.J.

• Yes.—ED.

Sirs:

Certainly the pictured dog is unhappy, but he is no boxer. He has drooping ears and a long tail and we think he is a Staffordshire terrier. All my boxers are laughing fit to kill.

ELIZABETH B. LITTLE

Harborhaven Kennels
Portland, Maine

• LIFE was only fractionally wrong. The dog is part boxer and part Boston bull.—ED.

SPILT MILK

Sirs:

Congratulations for what I consider the best editorial I have ever read—"What Next for Asia?" (LIFE, Aug. 22). There is no mistaking its force, note of urgency and near-eloquence. I hope something comes of it in Washington, and, as you say, it had better happen soon.

CHARLES MEILACH

Flushing, N.Y.

Sirs:

You must be congratulated for putting out such a wonderful editorial on Asia. It is so full of common sense, and it is refreshing to find there is such a thing in regard to the China crisis. I wish our good congressmen and President had a little more of that common sense and would wake up to the truth.

JOSEPH ROST

Jefferson City, Mo.

CONTINUED ON NEXT PAGE

Quick,
Cooling
Relief
for
Athlete's
Foot!



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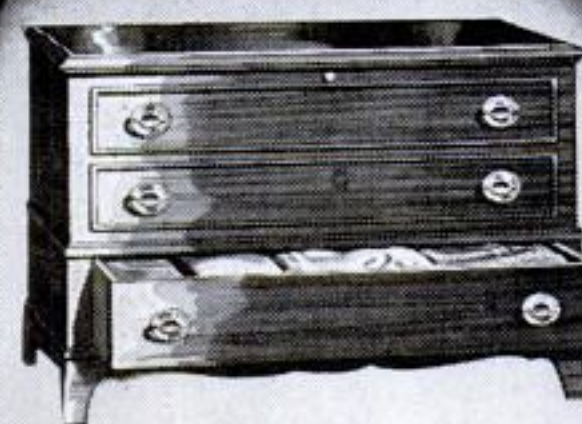
Relieve Burning Tired Feet! . . . Soothing, cooling Quinsana helps keep feet dry, comfortable. It acts to absorb excessive perspiration . . . helps combat foot odor.

Shake Quinsana on your feet. Shake it in shoes to help absorb sweat. Use Quinsana every day!

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*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

I am glad that LIFE is going to resist the temptation to weep over the spilt milk of the China fiasco—so far, so good.

You ask the State Department what next! Yet you, yourselves, have never put the power of your printed word into a presentation of the case for a strengthened U.N., its charter revised to grant it the power it must have to enforce its decisions, as strongly as did T. V. Soong, then foreign minister of China, at San Francisco. He saw, for all his official connection with the Kuomintang, that treaties, pacts, alliances and leagues were not enough. . . .

MARY-STUART CHAMBERLAIN
Broad Run, Va.

QUEEN'S DATE

Sirs:

Would like to see William Brown, dancing at the "Summer Prom" with beauty queen Betty O'Donnel (LIFE, Aug. 22), with his eyes open. No one could look that bad!

ANN RUSSELL
Alexandria, Va.



BROWN WITH BETTY

CONTACT MAN

Sirs:

You state (LIFE, Aug. 22) that "Maragon rose from Kansas City bootblack to capital contact man." Since when can an individual rise from bootblack to contact man? A bootblack follows a reputable vocation. Can the editors of LIFE say the same for a capital contact man? May I suggest a course of study in semantics by the editors of LIFE.

RAYMOND F. HROSCIOSKI
Glendale, Calif.

● Semantics or no, Maragon made more money polishing apples as a contact man than polishing boots.—ED.

FIRE FIGHTERS

Sirs:

I was very interested in your article "Smokejumpers Suffer Ordeal by Fire" (LIFE, Aug. 22). Where can I find out more about the smokejumpers, the previous experience that is necessary to join, and any other particulars that can be obtained?

JOHN ORR III
Muncie, Ind.

● U.S. Forest Service, Region One, Missoula, Mont.—ED.

Sirs:

Your account of the tragic Montana national forest fire contained a word whose significance I wonder how many readers caught. You mentioned "cheat grass," an undesirable member of the bromus family imported by accident many years ago, which has

CONTINUED ON NEXT PAGE

A BARGAIN IN PEACE OF MIND!

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a playmate



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a leg on your
slippery walk



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a golf ball

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LETTERS TO THE EDITORS

CONTINUED

now taken over millions upon millions
of acres of once good Western range.

Cheat grass matures early, is not
relished by livestock when mature,
and on maturity browns and dries
quickly, forming a great fire hazard.

One significance: Cheat grass not
only furnishes excelsiorlike tinder to
spread deadly and expensive forest
fires, but often is a clear, visible symp-
tom of badly used and abused range.
The cheat grass quickly moves in when
the valuable bunch grasses are over-
grazed or otherwise weakened or milled
out. Some results of abused ranges:
fire hazard increased; grazing values
sharply cut with resultant decrease in
meat production; less protection for
vital Western watersheds where wa-
ter is considered the lifeblood of that
part of the nation's economy.

WILLIAM VOIGT JR.

Izaak Walton League of America, Inc.
Chicago, Ill.

Sirs:

I am sure that there are many people
through the country who would ap-
preciate and perhaps benefit sometime
by a more detailed account of how Fore-
man Wagner Dodge, who kept calm
and did not become panic-stricken,
saved himself.

ALLEN BARTLETT

Cambridge, Mass.

● Says Dodge: "After setting a clump
of bunch grass on fire, I made an at-
tempt to start another one, but the
match had gone out and upon look-
ing up, I had an area of 100 feet square
that was ablaze. I told the men near-
est to me that we would wait a few
seconds to give it a chance to burn
out inside, and then we would cross
through the flames into the burned
area, where we could make a good
stand and our chances of survival
were more than even."—ED.

Sirs:

You call the burned deer an eight-
point buck. Here in Oregon, he'd be
a four-point buck. We could be wrong.

When counting a buck's horns you
count only one side.

ROBERT R. PURKEY

Eugene, Ore.



● Life passes the buck on this con-
troversy. Eastern hunters estimate
points by counting the horns of both
sides. Western hunters count only
one side.—ED.

FUN ROOM

Sirs:

What next to confuse the younger
generation! Poor little Judy in her
"Fun Room" (LIFE, Aug. 22), doesn't
seem to know what to do. Can't she
have even one moment of serenity or
one plain wall for visual relaxation—
not to mention physical or mental rest?

Should she climb a tree like her origi-
nal ancestor, the monkey, be a clock
watcher like the modern man or be ex-

CONTINUED ON PAGE 17

SCHICK SHAVERS

Get faster, closer electric
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R. GRIFFITH
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with the Trumpeter label is still in the prime of life.



The gentleman above is wearing a Pan American suit in the popular three-button, patch-pocket model.

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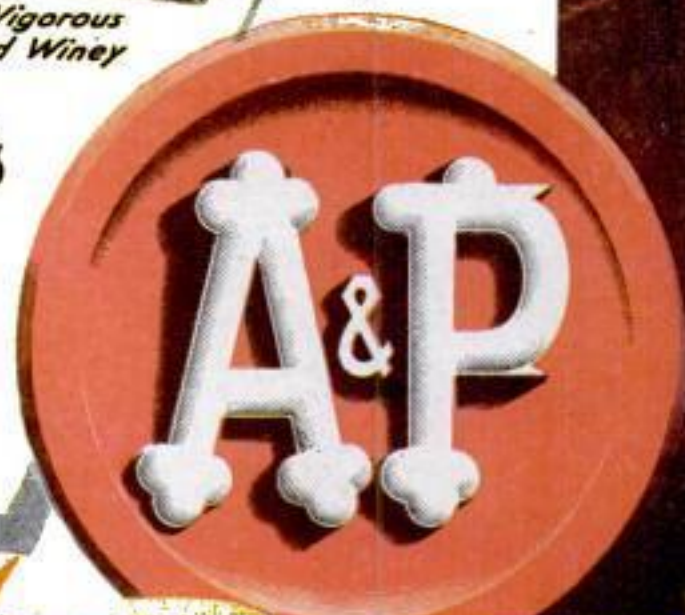
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LETTERS TO THE EDITORS

CONTINUED

cited by an imitation Picasso mural? Perhaps at night she might awaken and climb her transplanted jungle tree to touch those synthetic phosphorescent stars. Could her parents suggest a solution for my little grandson who ardently desires to touch the real moon?

I hope little Judy isn't as bewildered and agitated as her parents seem to be while they look upon their creation of what LIFE calls a "fun room," and what simply seems a maze in which a child could lose power to reason clearly or feel normally.

TILLIE S. SPEYER

Mill Run, Pa.

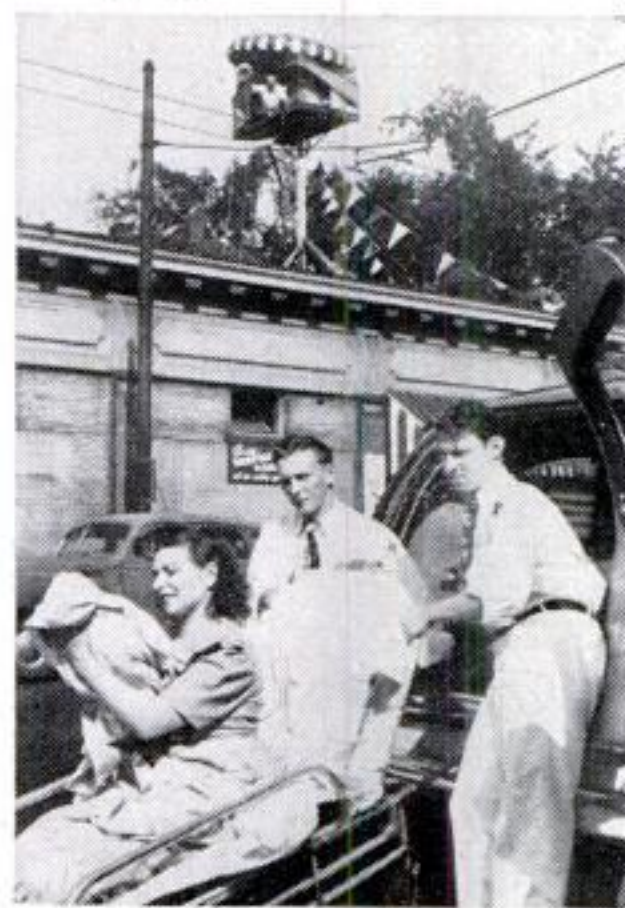
POLE-PERCHER

Sirs:

Your article entitled "Pole-Sitter's Baby" (LIFE, Aug. 22) was most interesting to us because we thought pole-sitters sat on poles. It certainly looks as though he's enjoying his television set from his own home.

SUSIE CREMER
JOAN MCKENZIE

Northport, N.Y.



● Lupica's perch was atop a pole over his own store. Here he waves a welcome to his wife who is coming home from the hospital.—ED.

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at 9 Rockefeller Plaza
New York 20, N.Y.*

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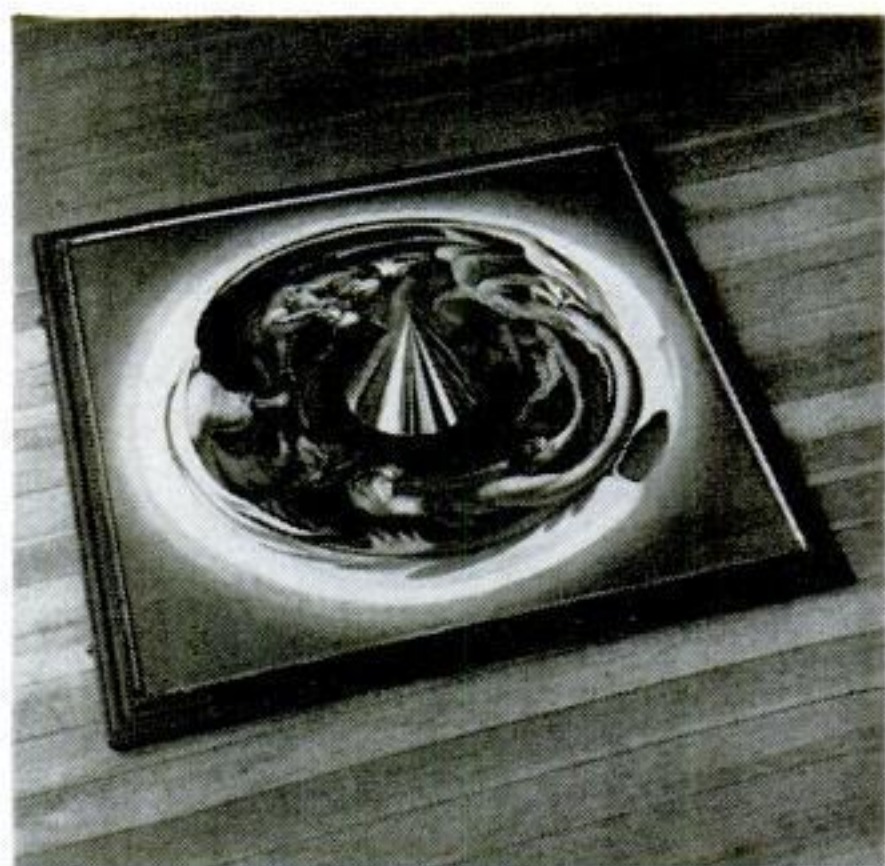
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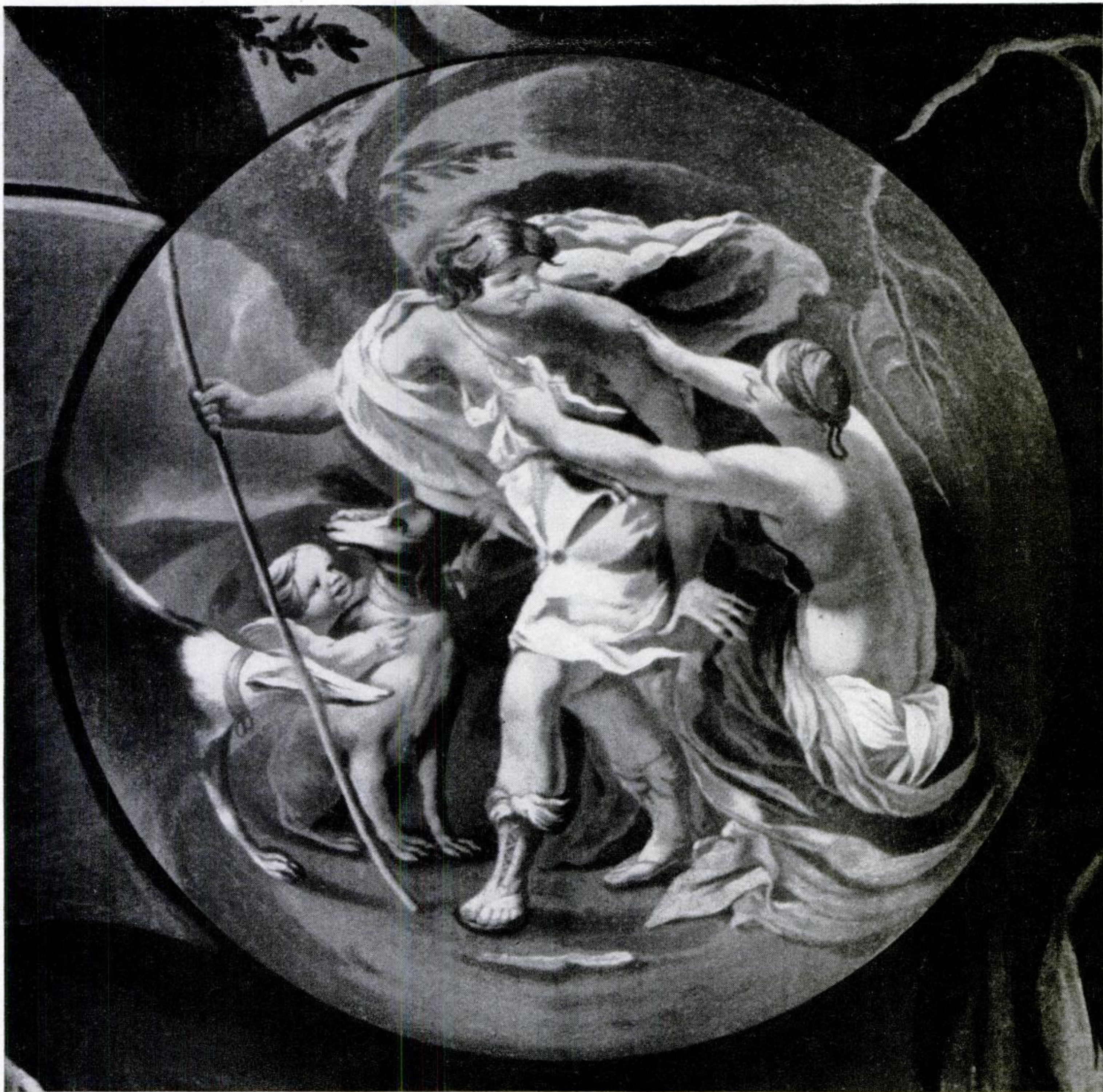
WITHOUT MIRROR, painting shows flattened head of the child (*left*), left foot of shepherd (*bottom*), and at right the suppliant woman with curved, elongated arms.



SIDE VIEW shows how conical mirror is placed in center of picture to give undistorted reflection.

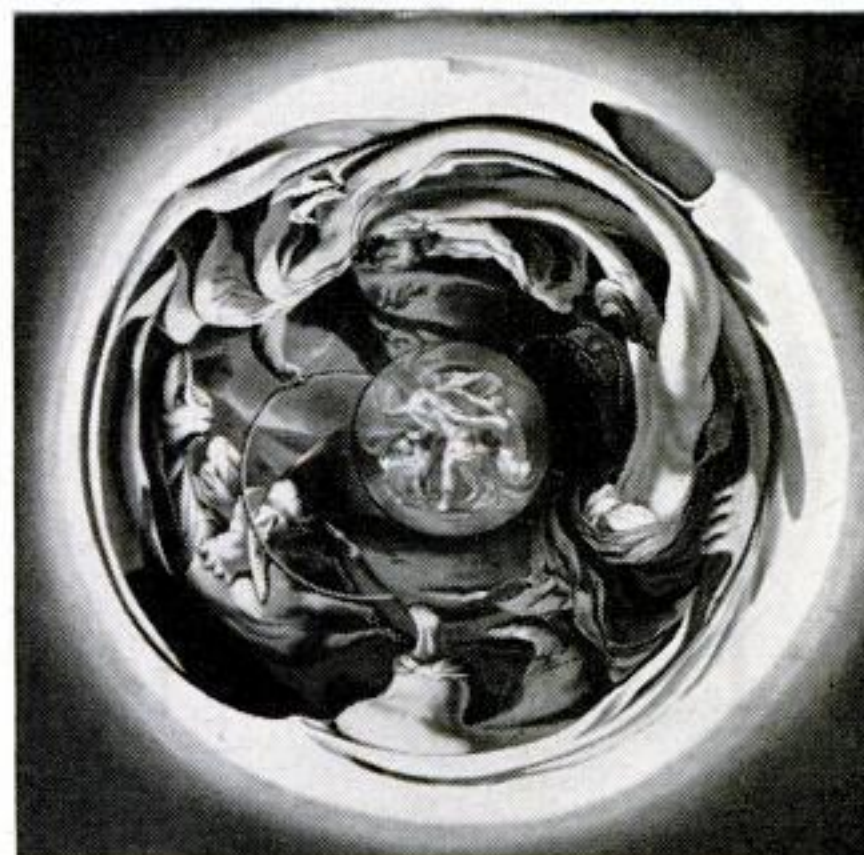
SPEAKING OF PICTURES . . .

Distorted paintings must be seen in special mirrors to make sense



REFLECTION in cone-shaped mirror, here enlarged, pulls elongated shapes into sensible composition. Dot on the shepherd's loincloth is the tip of the conical mirror.

One day in 1939, in a little curio shop in Amsterdam, a German art dealer named Herbert Tannenbaum stumbled across some extraordinary doughnut-shaped paintings. Each showed a whirl of distorted figures circling a mysterious blank spot (*above, opposite page*) in the middle. Puzzled, Tannenbaum consulted experts who deduced that his discoveries were 18th Century experiments in optical trickery, which could only be properly viewed when reflected in conical or cylindrical mirrors placed on the centers of the canvases. Recently he commissioned Chemoptics Inc. of New York to make the conical mirror (*lower left*) which, when placed on the painting, produced a startling result (*above*). Seen from a point directly on top of the cone, the distortions changed to a perfectly normal picture. The secrets of this painting technique are still unsolved. One suggestion is that the unknown artist worked backward by placing a conical mirror on a bare canvas and then looking only into the mirror as he painted, thus insuring the necessary distortion.



COMBINED VIEW reveals in one picture relationship between distorted and corrected images.

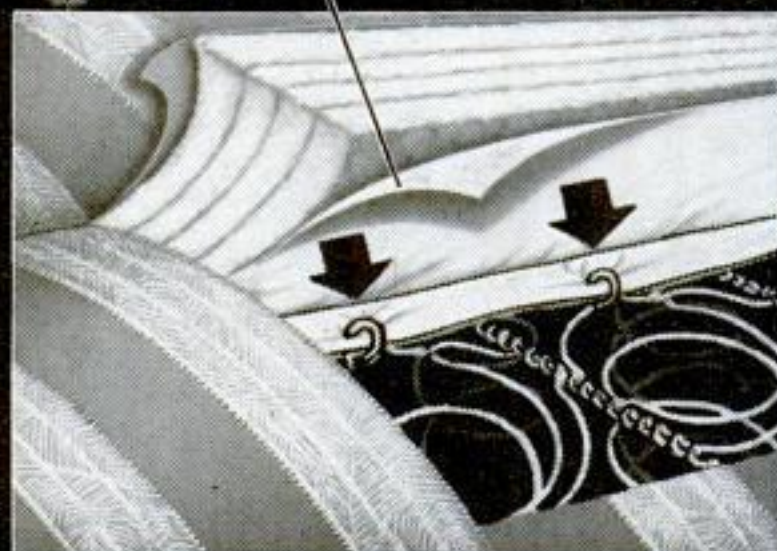
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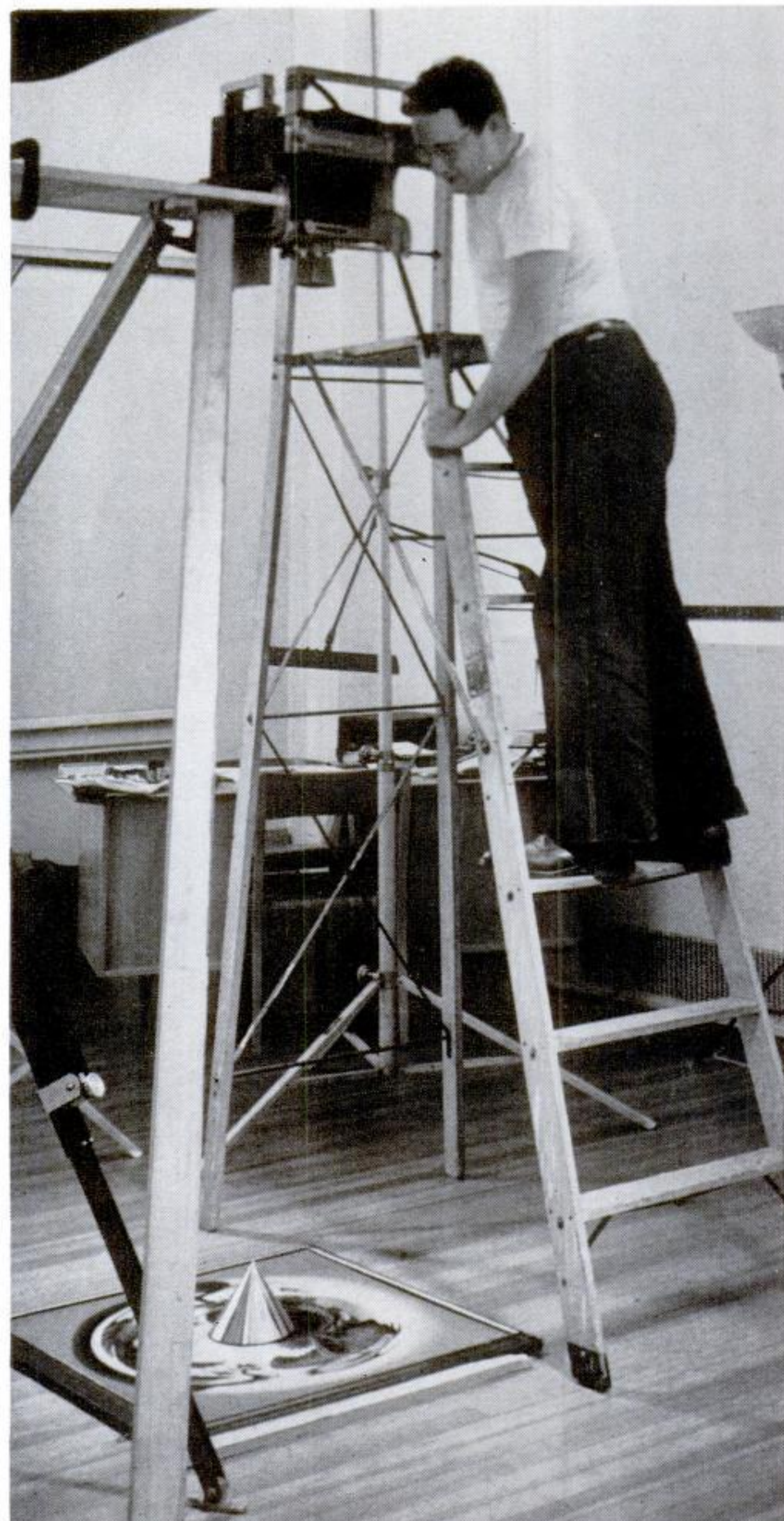
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Also see RESTONIC Flexoform Mattress and RESTONIC Sofa Beds
NOW FEATURED AT YOUR DEALER'S

DISTORTED PAINTINGS CONTINUED



CYLINDRICAL MIRROR corrects another Tannenbaum find. He found 10 paintings; half of them needed conical mirrors, the rest cylindrical ones.



PHOTOGRAPHING paintings, Arnold Newman had to make such fine adjustments that even the swaying of building where he worked threw them off.

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1 tablespoon water • Confectioners' sugar

Put Eagle Brand in mixing bowl. Stir in 4 teaspoons lemon juice. Add vanilla wafer crumbs; mix well. Let stand 10 minutes. Meanwhile, mix dates, nut meats, 1 teaspoon lemon juice and water; blend well. Sprinkle 12"x12" piece of waxed paper with confectioners' sugar. Place crumb mixture on waxed paper; roll into 8"x10" rectangle. Spread evenly with date-nut mixture. Roll as for jelly roll. Wrap in the waxed paper. Chill 6 to 8 hours. Cut into 8 1-inch slices. Serve with custard sauce or whipped cream. (Makes 8 servings.)

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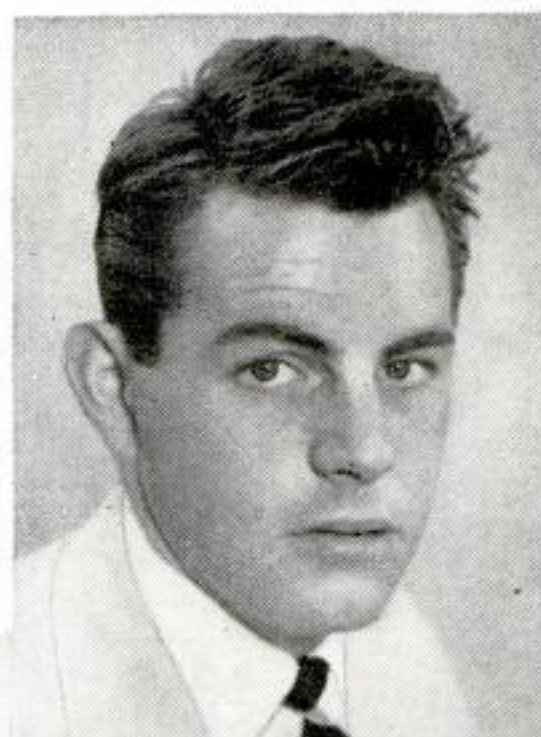
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DRY SCALP PROBLEM?

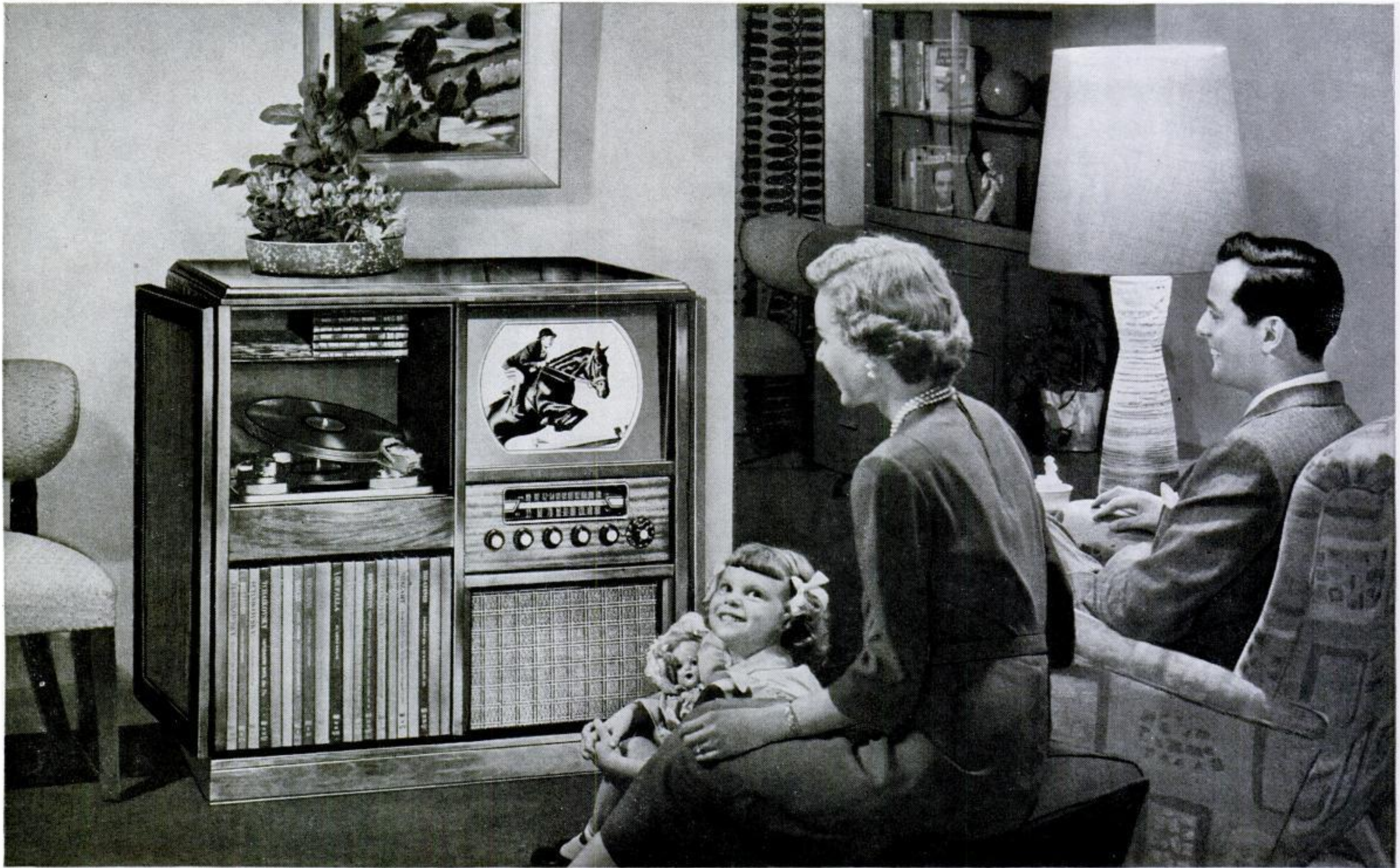


HAIR LOOKS BETTER, SCALP FEELS BETTER

WHEN YOU CHECK **DRY SCALP** (UNMANAGEABLE HAIR, DULL, DRY LOOK, LOOSE DANDRUFF) WITH
'VASELINE' HAIR TONIC. A FEW DROPS A
DAY KEEP **DRY SCALP** AWAY. 'VASELINE' HAIR TONIC

IS DOUBLE CARE FOR BOTH SCALP AND HAIR...IT'S
CONCENTRATED, ECONOMICAL AND IT CONTAINS
NO ALCOHOL OR OTHER DRYING INGREDIENTS!
WHY NOT TRY A BOTTLE TODAY!

ONE OF THE TRULY GREAT



NEEDS NO AERIAL—brings in beautifully clear sharp picture in all normal locations without an aerial of any kind, on a huge 97 square inch screen. Has the exclusive Philco luxury feature—the No-Glare Optical System that eliminates glare, makes television, at last, *easy on your eyes!* The new, exclusive Philco 3-speed automatic phonograph plays all kinds of records of all

sizes, at all speeds automatically. You get more than 5 hours of continuous music. And the new Philco Super-Tone reproducer exerts just 1/5 ounce needle pressure on your records—gives you the finest tone ever achieved for recorded music. Plus the new Philco Super-powered AM-FM radio. All in a distinguished modern cabinet with full-length doors. Philco model 1479.

\$499⁹⁵
Tax and
Warranty \$11.75
Price slightly
higher in far West



NEEDS NO AERIAL. New Philco Electronic Built-In Aerial gives sensational performance in a normal location. 97 square inch picture, 2-way automatic phonograph for Long Playing and regular records, and new Philco super-powered AM-FM radio. Almost \$300.00 less than last year. Model 1477.

\$399⁹⁵
Tax and
Warranty \$9.75

**THE GREAT NEW
1950 PHILCOS
cost as much as
\$200⁰⁰ LESS
than last year..and now
the advertised price
is the final price...
nothing else to buy**



NEEDS NO AERIAL in any normal location. New Philco super-sensitive television circuit and High Gain Tuner give you a clearer and sharper picture than ever on a huge 97 square inch screen. No high cost installation, and the price is nearly \$200.00 less than last year's 90 square inch picture. Philco model 1400.

\$259⁹⁵
Tax and
Warranty \$3.80

TELEVISION INVENTIONS

The PHILCO Electronic Built-in Aerial System For Television

U. S. PATENT PENDING

A totally new concept of antenna design, this latest scientific achievement of Philco Laboratories eliminates the need for an aerial of any kind in up to 8 out of 10 locations

Never before has there been anything like this in television. Never before has it been possible in all normal locations to enjoy television without highly expensive outdoor aerials or unsightly, unsatisfactory indoor aerials.

Today the Philco Electronic Built-In Aerial System is here — the result of a long program of original research in Philco Laboratories.

Far more than an aerial alone, it is a combination of highly technical developments each necessary to the other and all working together as a system.

Completely New Aerial Design

The old theories of television antenna design had to be abandoned. For a television aerial must have sufficient surface to pick up signals — yet to be built into your set it has to be compact.

And so Philco scientists developed an entirely new type of aerial made of pure aluminum sheet. It is scientifically calculated and shaped to make it responsive to *all* wave lengths.

Peak Reception from Every Station

Unlike any other aerial, outdoor or indoor, your Philco Electronic Built-In Aerial may be tuned with a simple knob to bring in each individual channel at peak efficiency.

This was made possible only by the development of a new electronic circuit coupled right to the aerial. Yet the aerial and the tuning circuit are completely contained and concealed within the set itself.

Vastly Increased Sensitivity

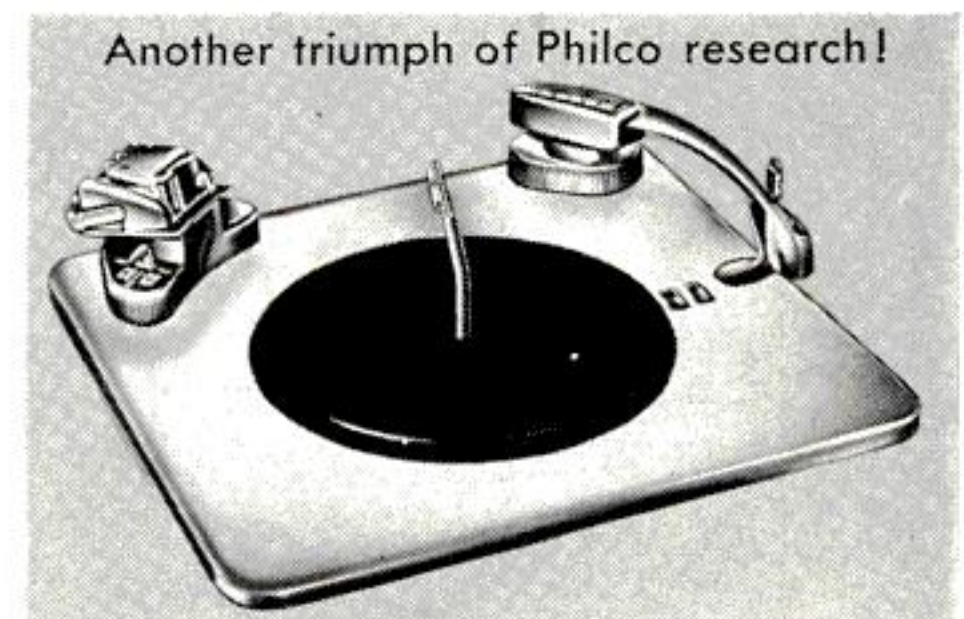
As part of this system, Philco engineers have designed new television circuits with vastly increased sensitivity, extremely efficient rejection of noise and cross channel interference. In so-called "fringe areas" and weak signal locations, where an outdoor aerial is needed, these highly sensitive 1950 Philco receivers deliver the finest overall performance in television history.

Look at Philco first

Here, indeed, is one of the major landmarks in television history — one of the great contributions to your enjoyment.

Every new Philco receiver for 1950 — and *only Philco* — comes to you complete with this sensational Philco Electronic Built-In Aerial.

We sincerely believe that you owe it to yourself to look at these great new 1950 Philcos *first*. Only then can you decide to your own best advantage which television receiver you want in *your* home — for only after seeing Philco will you have seen *all* that television has to bring you for 1950.



The Philco 3-Speed Automatic Record Changer

*Plays all records, all sizes,
all 3 speeds AUTOMATICALLY
... BETTER than ever before*

To meet the newest developments in the record industry, Philco announces another triumphant research achievement... *without question, the finest record changer ever produced!* It plays *automatically* the new long playing and fine groove records as well as the old conventional records with *only 1/5 ounce pressure* from a single tone arm. You enjoy more than 5 hours of continuous music with the greatest tone fidelity ever achieved in record reproduction.



PHILCO TELEVISION *for* 1950

"The set with the Built-in Antenna"



In Florsheim shoemaking, it's the little things you don't see that make the big difference you can't miss! From the first selection of finer materials, to the smallest stitch, it's care and craftsmanship that make Florsheims the fine shoes they are—and make your enjoyment keener, longer lasting, and more economical.

Florsheim Shoes



The Viking, S-1317

The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women

LIFE'S REPORTS



PERLE SEES PERLE, a Luxembourg town (pronounced Pear-lay).

MRS. MESTA'S GRAND ENTRY

The new U.S. minister has some difficulty in locating Luxembourg
by JOHN STANTON

LUXEMBOURG
Had I only known it, our new Luxembourg minister was headed straight for trouble. But of course no one would suspect that Mrs. Perle Mesta, so rich and so solid, so energetic at throwing parties for five-star generals and members of the Cabinet, could ever help being in perfect command of a situation. As she rolled along on the road from Paris to Luxembourg, ready to make her grand entry, she certainly looked in full command. She sat in the back seat of her shiny black Packard, gazing out sedately over the sunny countryside. Her blue suit was obviously expensive; her blue off-the-face hat had just the right combination of dignity and dash. Mrs. Mesta, by appointment of her great and good friend Harry Truman, the third U.S. woman to become a minister, looked as if she could solve all her own problems, Luxembourg's and possibly the world's.

She looked, indeed, exactly as she had sounded at her press conference the day before in Paris. That press conference was quite

CONTINUED ON PAGE 28

NO MORE discomfort of ACID INDIGESTION CONSTIPATION SICK HEADACHE DULLNESS

due to ordinary sluggishness



Why feel upset, headachy because of temporary sluggishness or acid indigestion? Take sparkling Eno at bedtime and you'll promptly help neutralize excess stomach acid.

When you wake, take Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy!

- 1 ANTACID—relieves sourness, gas and heartburn promptly.
- 2 LAXATIVE—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 PLEASANT—as a glass of sparkling, bubbly soda water!



Take Good-tasting **ENO**

BEST PEN VALUE

for school,
home, office



only \$1

By
America's Largest
Fountain Pen
Manufacturer

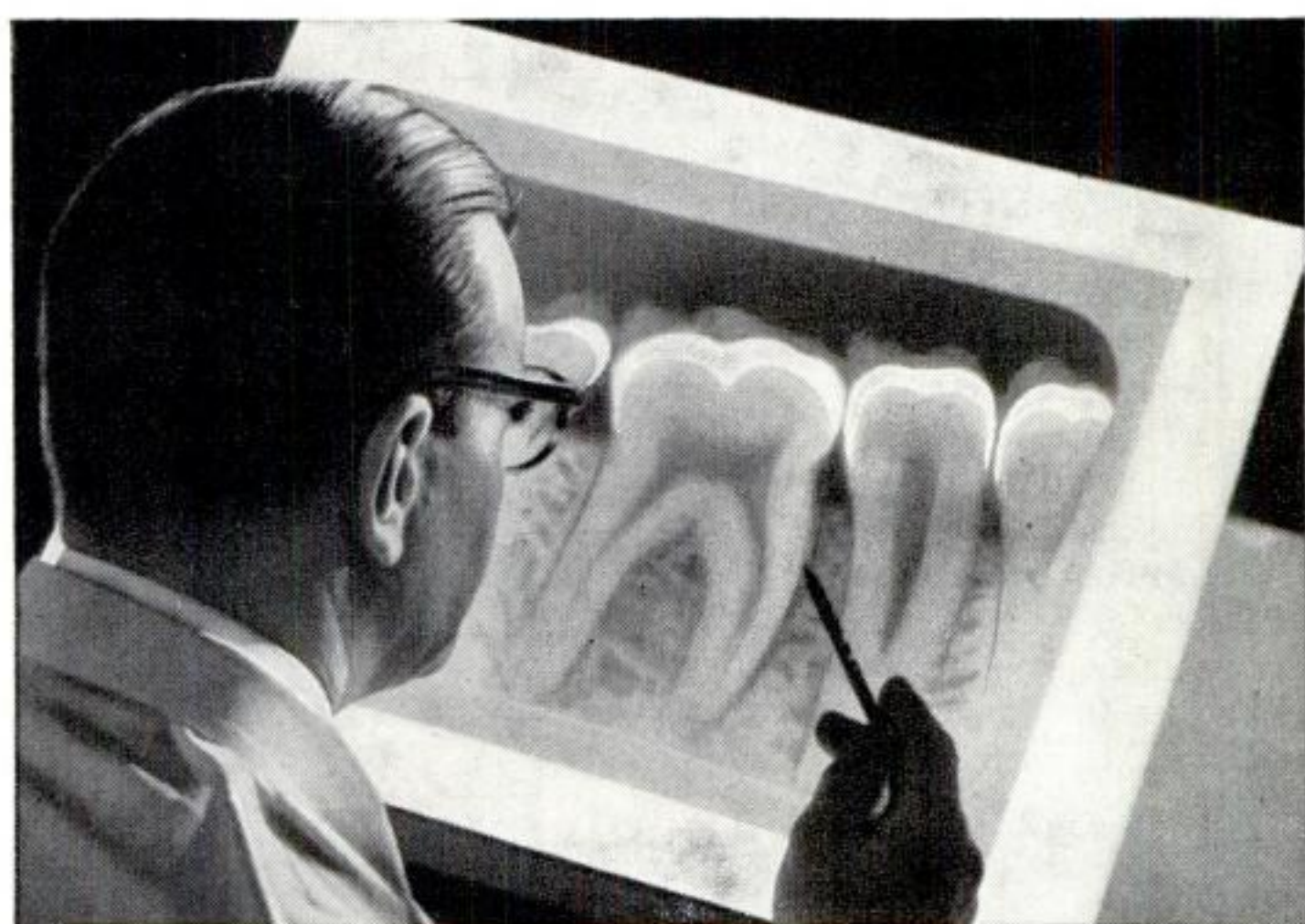
WEAREVER
PENNANT PEN

At leading chain, drug,
stationery and department stores
© DAVID KAHN, Inc., North Bergen, N. J.

NOW! Dental Science Reveals a Startling Discovery in the Fight Against Tooth Decay

PROOF THAT BRUSHING TEETH RIGHT AFTER EATING IS THE SAFE, EFFECTIVE WAY TO

HELP STOP TOOTH DECAY with Colgate Dental Cream



X-RAYS SHOW HOW PROPER USE OF COLGATE'S HELPS STOP TOOTH DECAY!

Eminent dental authorities supervised 2 groups of college men and women for over a year. One group always brushed their teeth with Colgate Dental Cream right after eating. The other group followed their usual dental care. X-rays

were taken at regular intervals.

The average of the group using Colgate Dental Cream as directed was a startling reduction in number of cavities—far less tooth decay. The other group developed new cavities at a much higher rate!

NO OTHER DENTIFRICE OFFERS PROOF OF THESE RESULTS

Exhaustive Research on Hundreds of People by Eminent Dental Authorities Proves How Using Colgate Dental Cream Helps Stop Tooth Decay Before it Starts!

NOW dental science offers scientific proof that always using Colgate Dental Cream right after eating actually helps stop tooth decay!

Continuous research—hundreds of case histories—makes this the most important news in dental history!

For now—the same toothpaste you use to clean your breath while you clean your teeth—offers a safe, *proved* way to reduce tooth decay!

**No Change in Flavor, Foam,
Or Cleansing Action!**

Colgate's has been proved to contain all the necessary ingredients—including an exclusive *patented* ingredient—for effective daily dental care. No risk of irritation to tissues and gums! And no change in Colgate's famous flavor, foam, or cleansing action!

The Colgate Dental Cream now at your dealer's is the same formula used in the tests. No claim is made that using Colgate's can stop *all* tooth decay, or help cavities already started. But brushing teeth right after eating is the safe, *proved* way to help prevent new cavities, help stop tooth decay with Colgate Dental Cream.

**Mothers! Children Love Colgate's Flavor!
It's Easy to Start Them on the
Colgate Way to Reduce Tooth Decay!**



9 out of 10 children have one or more decayed teeth by the time they enter school. So don't wait another day to start your children on Colgate Dental Cream. Teach them the importance of always brushing their teeth right after meals or snacks. They'll love Colgate's flavor—so it's easy to get them to use Colgate's correctly, give them all the benefits of this safe, *proved* way to reduce tooth decay!

**Always use Colgate's* to
Clean Your Breath While You Clean Your Teeth
and HELP STOP TOOTH DECAY!**

* Right after eating



SALON-SAFE FOR "HARD-TO-WAVE" HAIR SALON-SMART FOR EVERY HEAD

"Problem" hair requires the kindest, safest, gentlest type of home permanent. And the Richard Hudnut Home Permanent is as *safe* for all textures and conditions of hair as science can possibly make it!

To make sure you get soft, natural-looking waves...real "salon-type" results, the new improved Richard Hudnut Home Permanent uses the same sort of preparations...even the same improved cold wave process found best for waving thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh, frizzed ends, thanks to the gentler, *cream* waving lotion. No worry about being able to do a good job.

If you can roll your hair on curlers, you'll manage beautifully!

There isn't a lovelier, more luxurious, softer home wave for any head! Price, \$2.75; refill without rods, \$1.50. (Prices plus Tax.)



HERE'S WHY USERS PREFER HUDNUT!*

1. Gives you the wave you wish you were born with—soft, luxurious, natural-looking.
2. Doesn't dry hair or split ends.
3. Fast and easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult!
4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends!
5. Lasts longer—gives weeks more pleasure and prettiness!
6. Includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

*As expressed by a cross section of Hudnut Home Permanent users recently surveyed by an independent research organization.

Accepted for Advertising by the Journal of the American Medical Association.

New! Improved! Richard Hudnut Home Permanent

Just follow the crystal clear directions for the simplest, easiest, most successful home permanent ever.



MESTA'S MISTAKE was veering to Belgium from Longwy to Mont-St.-Martin. Right road was to south.

LIFE'S REPORTS CONTINUED

an event. One young man led off by asking, in a condescending voice, if this was her first job—"You know what a job is, Mrs. Mesta; you go to work in the morning, work all day and get paid at the end of the week." Mrs. Mesta fixed him with a stern and stony eye and said, "I am the hardest worker you know, young man. All my life I have been working hard for charities and political parties."

"Some women," Mrs. Mesta went on to tell the reporters, "are just as intelligent as men and they should receive important posts. That's why I wanted to go to Luxembourg, a country ruled by a woman [The Grand Duchess Charlotte]. I believe I am helping open up a new field for women. After all women own 80% of the wealth of America, and I believe they have a right to a full say in things."

Had Mrs. Mesta prepared herself for the job in Luxembourg? She certainly had. "I went to the State Department every day, except weekends, for three weeks to study about Luxembourg and the problems that might come up," she said. Her press attaché interrupted to add, "And economics, too." Mrs. Mesta nodded and repeated, "And economics too. . . . I think you can go a long way toward solving any problem by getting men of different opinions together at a party, and that's what I'll do in my new post." Having said that, she smiled and swept out, leaving the reporters conquered if not completely convinced.

Now here she was making the 230-mile trip from Paris to Luxembourg, the scene of her new duties, new parties and presumably new triumphs. Her Packard, still bearing the license plates of her home state of Rhode Island, was driven by a huge and big-domed Irishman named Frank Toomey, who has been Mrs. Mesta's chauffeur and bodyguard for the last five years. Ahead of it went an old Ford, rented for the day from a Paris garage to carry 10 of the Mesta suitcases. At the wheel was a slight and sharp-featured



*You knew MEAT was good
...but did you know
it was this good?*

MEAT

as a source of protein, B vitamins and iron

All ratings based on cooked values

KIND OF MEAT	COMPLETE PROTEIN	B VITAMINS			FOOD IRON
		THIAMINE (B ₁)	RIBOFLAVIN (B ₂)	NIACIN	
PORK	E	E	F	E	E
BEEF	E	F	E	E	E
LAMB	E	F	G	E	E
VEAL	E	G	G	E	E
VARIETY MEATS	E	E	E	E	E
SAUSAGE	E	G	G	G	E

E=EXCELLENT G=GOOD F=FAIR
All meats also contain the minerals copper and phosphorus in significant quantities.



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

PLANTABBS

make
fall roses gorgeous!

As summer slips into fall, PLANTABBS are important to everything growing. These rich, completely balanced, easy-to-use food TABLETS will produce colorful fall roses with long, strong stems, abundant leaves and large, fragrant blooms. All autumn flowers will respond amazingly! Your outdoor potted plants fed now with PLANTABBS will be sturdier, healthier and strengthened against set-backs when brought indoors. Satisfaction guaranteed or money refunded. Available in 25c, 50c, \$1.00 and \$3.50 sizes. At florists, seedsmen, hardware and department stores, or postpaid from PLANTABBS CORPORATION, Baltimore 1, Maryland.



Fullon's
PLANTABBS
PLANT FOOD TABLETS PLUS B₁



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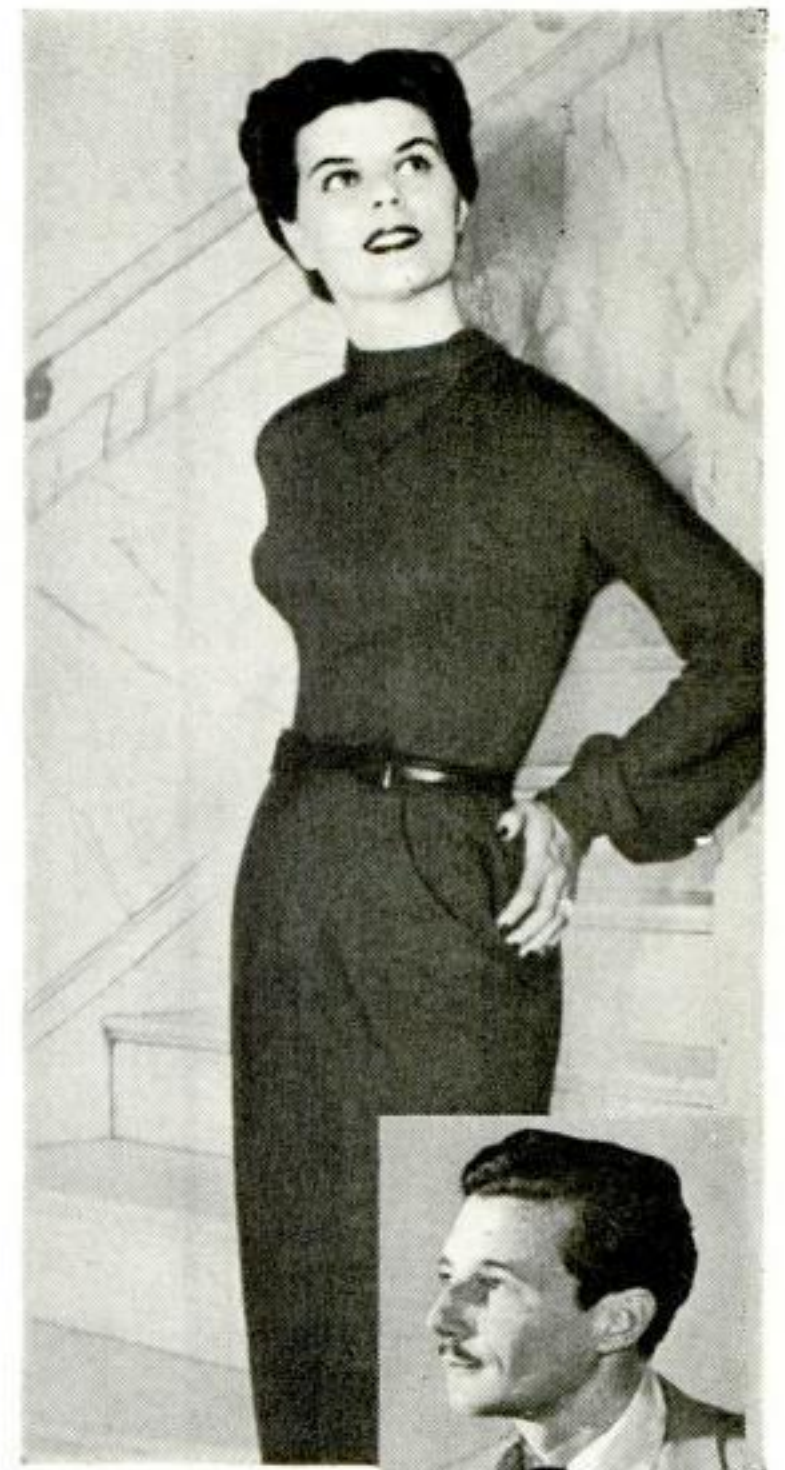
LILLY DACHE, famous designer: "A dress always looks better when you wear PLAYTEX; especially dresses like this, with a 'poured-in' look. PLAYTEX slims inches off hip and thigh — and it's invisible!"



OMAR KIAM, favorite designer of the movie stars: "PLAYTEX is the ideal way to look right in the new fashions. For — with tapering skirts and slender dresses, a woman's figure is doubly important."



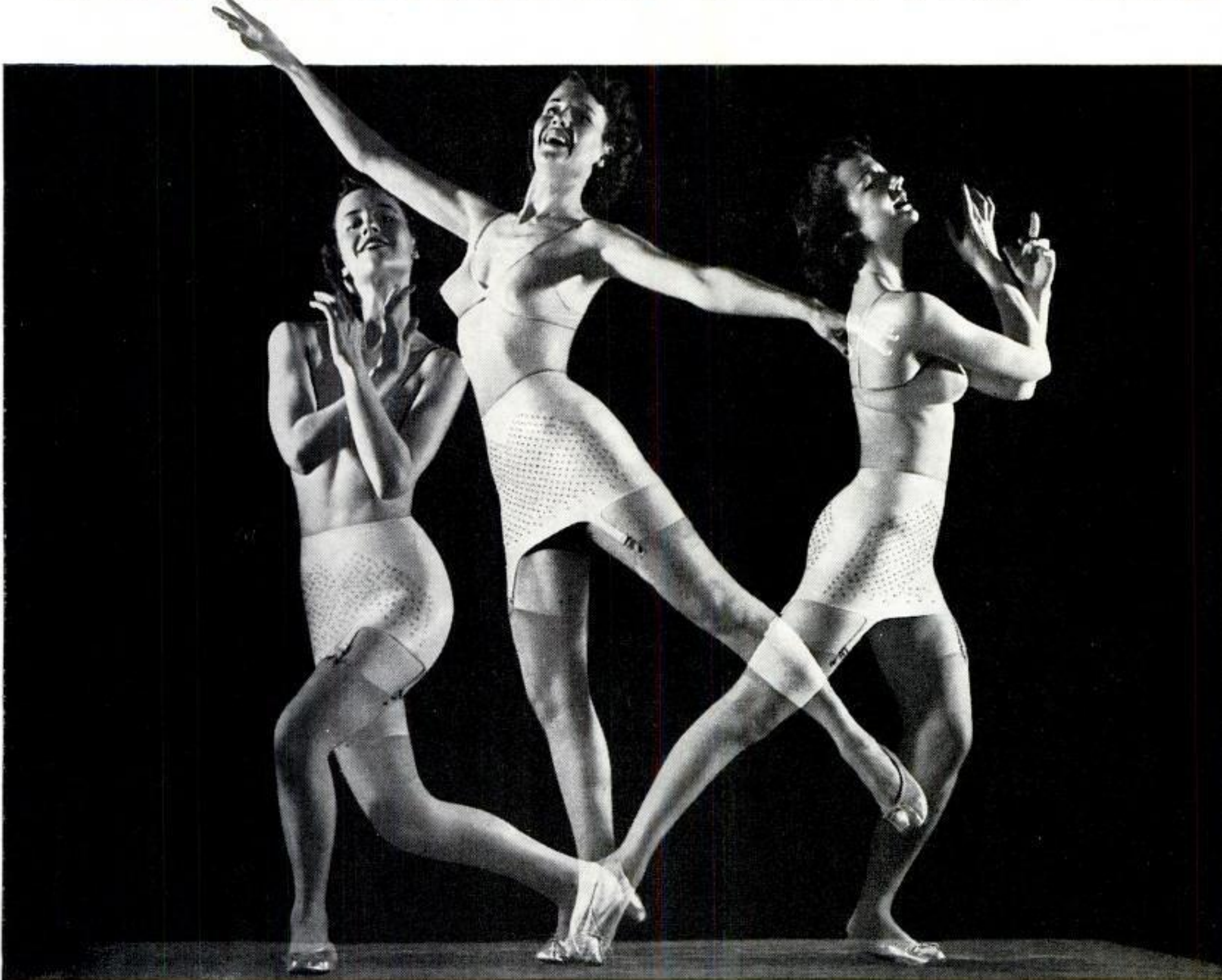
PHILIP MANGONE, holder of "Golden Thimble" award: "Like every designer, I prefer to see my clothes on women with slim, lithe silhouettes—the slender figure that PLAYTEX gives so effectively."



OLEG CASSINI, of Hollywood and New York fame: "My fall collection accentuates fluid, slim lines. And there is no substitute for the sort of figure PLAYTEX gives you — so slender and graceful."

Slim, narrow Fall Fashions by America's greatest designers call for

NEW INVISIBLE PLAYTEX® LIVING® GIRDLE

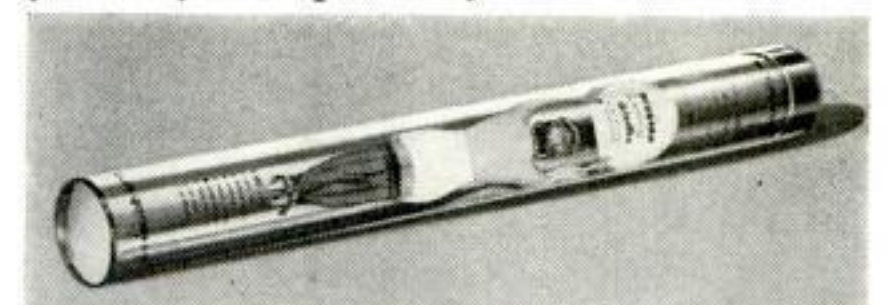


INVISIBLE UNDER THE SLEEKEST CLOTHES, PLAYTEX COMBINES FIGURE-SLIMMING POWER WITH COMPLETE COMFORT.

New fashion silhouette is the slimmest in years. No longer are designers camouflaging those little bulges at hip and thigh. Today, fashion starts with a woman's figure.

No other girdle slims and trims like PLAYTEX—with such comfort, such freedom of action. Made of tree-grown latex, PLAYTEX hasn't a single seam, stitch or bone. It's absolutely invisible under the sleekest fabrics, the slenderest skirts.

PLAYTEX washes in ten seconds, pats dry with a towel. And women say—if you wear PLAYTEX faithfully, the next PLAYTEX you buy will probably be a size smaller.



In slim, silvery tubes, PLAYTEX LIVING GIRDLES and PANTY GIRDLES with garters. Blossom Pink, Gardenia White, Heavenly Blue. Extra small, small, medium and large **\$3.95**
PLAYTEX PANTY GIRDLE **\$3.50**
Extra Large PLAYTEX GARTER GIRDLE **\$4.95**
Sensational PINK-ICE for extra coolness **\$4.95**

At all modern corset and notion departments
and better specialty shops everywhere.

INTERNATIONAL LATEX CORPORATION
Playtex Park, Dover, Del. ©1949

You can get SLEEP!



She can thank Phillips' ANTACID ACTION for this!

When acid indigestion keeps you awake at night, don't fume and fret about it. This condition—which often accompanies constipation—can be relieved easily and quickly. All you do is take Phillips' Milk of Magnesia before retiring.

One of the fastest, most effective antacids known, Phillips' goes to work almost instantly to ease away sleep-robbing acid indigestion. And in what seems like no time at all you're deep in sleep... a sound, peaceful, wonderful sleep!

And you'll awaken ON THE SUNNY SIDE!



She can thank Phillips' LAXATIVE ACTION for this!

Besides being an excellent *antacid*, Double-Action Phillips' is also a marvelous *laxative*. That's why, when morning comes, it brings you gentle, effective constipation relief...so you're not only rested after your night of slumber, but start the day on the sunny side—bright, cheerful, thoroughly refreshed!

SO GENTLE FOR CHILDREN...SO THOROUGH FOR GROWNUPS

PHILLIPS'

MILK OF MAGNESIA

Liquid or Tablets

Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in \$1.00, 50¢ and 25¢ sizes.



AT HER GOAL Mrs. Mesta stands beneath the U.S. seal at the legation.

LIFE'S REPORTS CONTINUED

young Frenchman named Marcel, furnished by the garage to serve as guide and bag-toter. The two-car caravan moved at a leisurely 45 miles an hour. I, in my own car, was sometimes ahead, sometimes behind and, at city traffic lights and at restaurants, sometimes abreast. In the course of the journey I worked up quite a roadside acquaintanceship with Marcel, who speaks no English, and with Frank, who speaks nothing else. It turned out that Frank was an extremely devoted employee. He kept telling me, "Look, if you want the real dope, come and see me. Boy, now we're going to have a real representative in Luxembourg. She'll tell 'em if they start anything!"

We crossed the French border in triumph, with all the officers bowing and smiling to Madame le Ministre. Then, a hundred yards farther, we came to a customs house. Odd, I thought, that there should be no one here at the border to greet Mrs. Mesta. But of course they were probably all waiting at the American legation in Luxembourg city. I went into the customs office to make out my automobile *triptyque* form. In a moment Marcel and Frank came in, Marcel looking outraged, Frank looking baffled. In French an officer behind a grilled

Right-as-Rain Raynster

100% WATERPROOF



Flyweight

Special rayon fabric with vulcanized seams. Grey or tan.

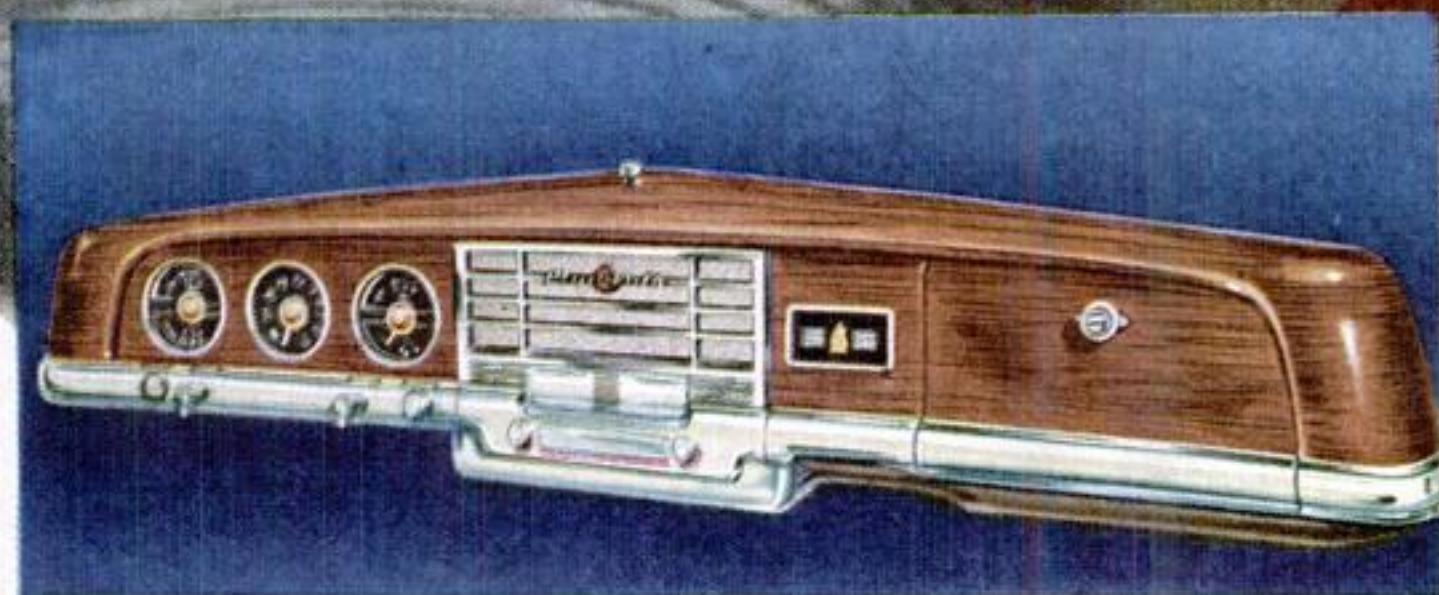
U.S. Raynster

Look for this label when you buy your Raynster, and ask to see this 100% waterproof guarantee which comes with every genuine Raynster coat.



UNITED STATES RUBBER COMPANY
Serving Through Science

CONTINUED ON PAGE 33



Luxurious interior of the beautiful Plymouth Special De Luxe 4-Door Sedan. Insert is the newly designed instrument panel.

Inside and out...



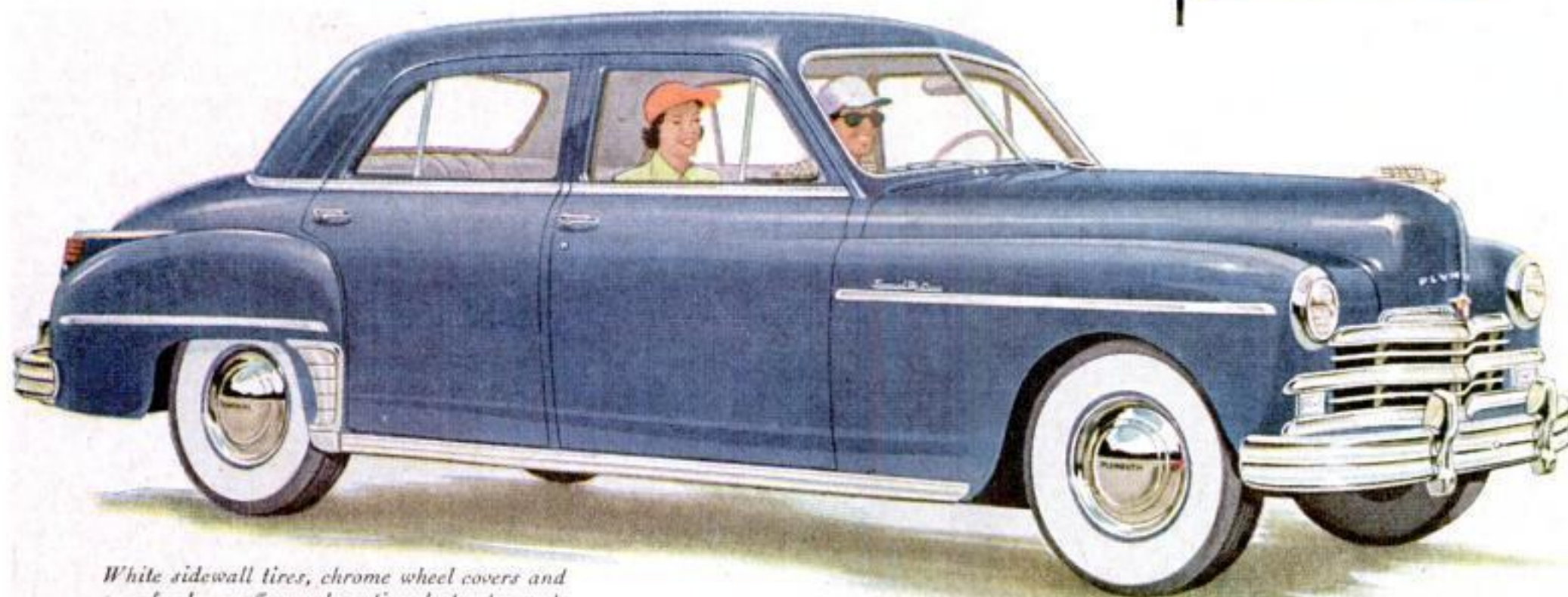
the car that likes to be compared

The instant you step through the wide-opening doors of the new Plymouth, you are taken with the interior roominess and richness of appointments. You relax in chair-height seats that are wider and deeper from front to back. There's room for long legs and high hats.

The new instrument panel, with its richly grained finish, groups gauges for easy reading. By simply turning a key, you turn on the ignition, start the engine, put the automatic choke in operation—all at once! Greatly enlarged windshield and rear window give better visibility. Whether you choose pile fabric or rich broadcloth, you get smart, long-wearing upholstery materials that harmonize with body colors. The luxury of the entire ensemble is highlighted with gleaming chrome and plastic.

But it's not just on its face value that the new Plymouth likes to be compared. Drive this great car and discover for yourself its greater power and safety, its luxurious riding comfort, its amazing ease of handling. Compare—and let the ride decide!

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan



White sidewall tires, chrome wheel covers and rear fender scuff guards optional at extra cost.



...OF COZY BLANKETS IN A RAINBOW OF EXQUISITE COLORS

...OF DAINTY BLOUSE RAYONS

Pepperell gives rayon a new twist, a new texture—perfect for lovely blouses. And take a second look at your new suit, too. Chances are, it's lined with a Pepperell rayon.



...OF STURDY WORK FABRICS

Millions choose work clothes of Pepperell fabrics. Pepperell makes them rugged, sturdy. Work pants and shirts of Pepperell whipcord or chambray give the wear an active man wants!



...OF CUDDLY CRIB BLANKETS

No wonder baby sleeps so sweetly! Pepperell, a top maker of crib blankets, knows how to make them soft, cozy. They come in dreamy colors, priced from 49¢ to \$4.95.



Wouldn't you expect Pepperell, a top maker of fine sheets, to bring you wonderfully warm blankets at prices you want to pay?

These cozy blankets are a toasty blend—half wool, half rayon—cleverly woven so the nap is two thirds wool! And be sure to see the luscious colors—not four, or five, or even six—but *twelve* exquisite shades. And these blankets start as low as \$7.95. See them at your favorite store today!

...OF TOP QUALITY SHEETS

Imagine *all-combed* percales at a popular price! Pepperell's new combed percales come in white and tubfast colors, smooth, sleek, luxurious. They're practical, too—with the wear woven in!



**FABRIC QUALITY
IS LABELED
PEPPERELL**



PEPPERELL MANUFACTURING CO. ®
BOSTON, MASSACHUSETTS

LIFE'S REPORTS CONTINUED

window told Marcel, "I want to see your auto papers." In French Marcel repeated to Frank, "He wants to see your auto papers." Frank blinked, looked at me and asked, "What are these two characters talking about?"

I told him that the customs officer was asking for his automobile papers. "Gosh!" said Frank, and started thumbing through his wallet. "Well, I've got a real nice registration certificate from the state of Rhode Island."

"It's pretty," I said. "But it won't do you any good here."

Frank pushed me up to the grilled window and I realized that I had suddenly been entrusted with the delicate diplomatic job of delivering Madame le Ministre to her post in Luxembourg, papers or no. I said in my best French, "We have here the lady minister from the United States to Luxembourg. She has a diplomatic passport. You have to let her pass."

Marcel leaned over my shoulder and muttered some French which could be roughly translated as, "You said it, brother!" Frank asked, "What does that mean?" The customs officer just smiled, spread his hands apart and said calmly, "Without papers, no!"

Marcel cried, "Zut!" Frank said, "What's the matter? Is this guy being difficult?" The customs officer smiled again and told me, "Madame may pass but her car must stay here. You have an automobile *triptyque*; why don't you give her a ride?"

"Nom d'un nom!" cried Marcel. "How terrible!"

We withdrew to consider the situation and, if possible, devise new tactics. Frank went out to the car to see if Mrs. Mesta had any ideas. Marcel and I went back to the grilled window. This time I took a firmer tone. "We have here," I said, "a lady who is not only the minister but also a great personal friend of the President of the United States. This is a very serious matter. It's a question of the Marshall Plan and the ECA, not to mention the prestige of the United States."

The officer shrugged and murmured, "That doesn't matter." Marcel cried, "Zut!" Frank came back from outside and said, "I told Mrs. Mesta that you were giving them hell and she said for you to keep trying to fix it but keep your shirt on."

I went out to confer with Mrs. Mesta. She was sitting calmly in the limousine, talking to her two women secretaries about a herd of cows in a nearby field, and explaining that Europeans farm their land very intensively. She stopped long enough to tell me, "You know, I think there's some

WHAT DO I WANT OUT OF LIFE?...



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"Maybe I'm speaking out of turn, John—but there's an important thing called security."

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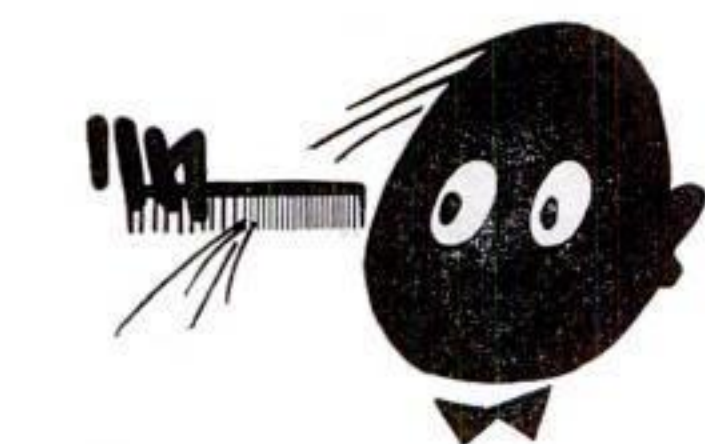
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STATE.....OCCUPATION.....

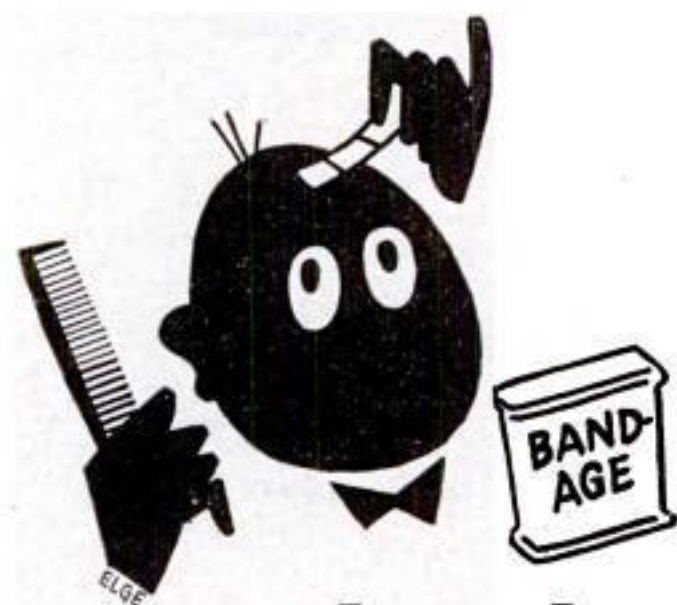


OFFICES THROUGHOUT THE UNITED STATES AND IN CANADA

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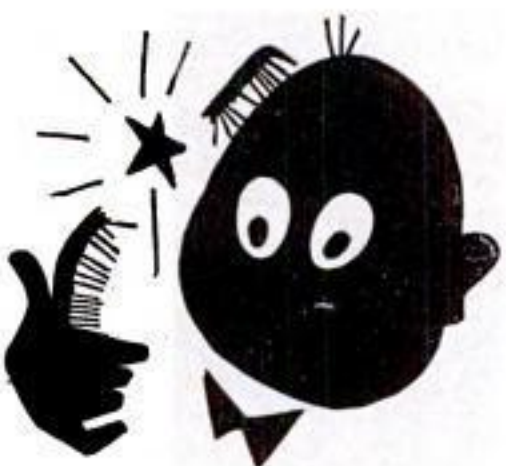
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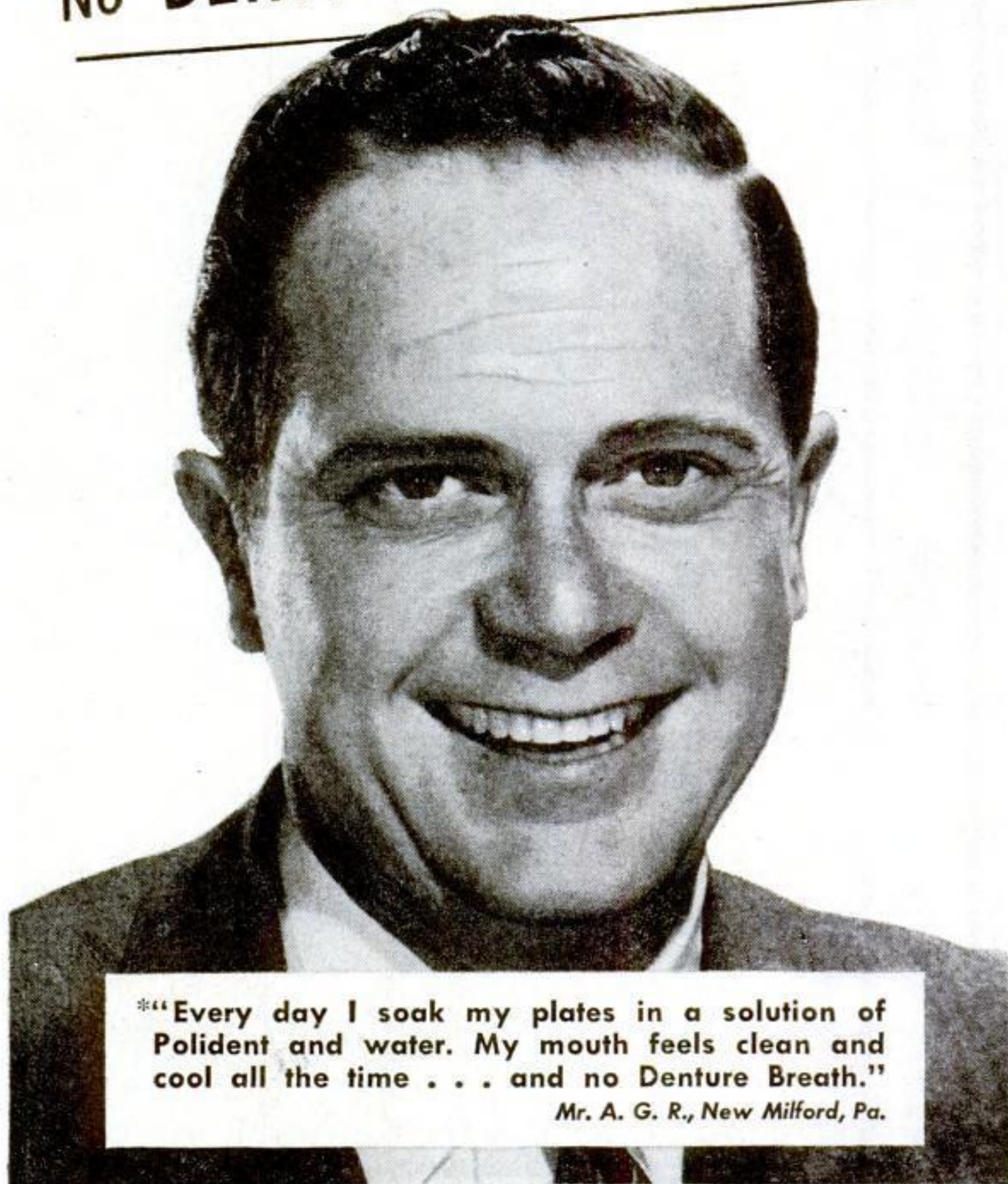
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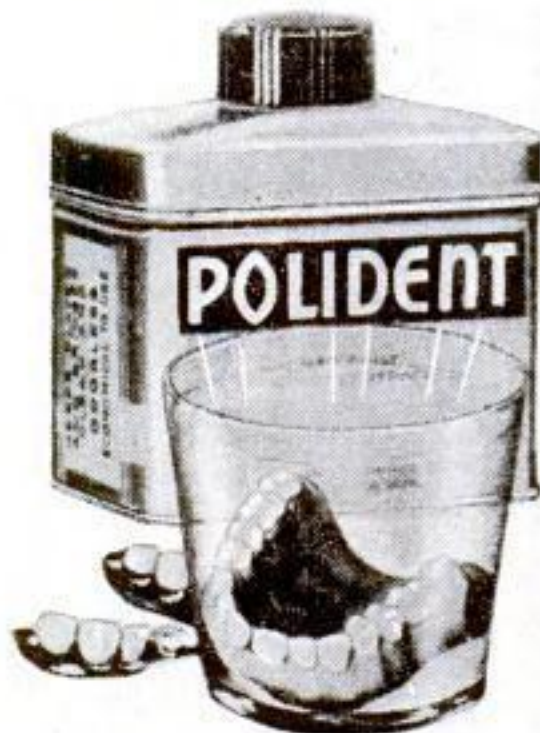
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MESTA SILVER, shipped in from her Washington home, is unpacked at the legation by chauffeur Frank.

LIFE'S REPORTS CONTINUED

mistake about the road we're on. Mr. West of the legation isn't here, and I understood he would be. Are you sure this is the right road to Luxembourg?"

A man was standing nearby and I asked him. He said, "But certainly. This is the most popular road of all."

So back to the customs office. This time I demanded, "Telephone your chief *tout de suite*. I want to talk to him."

"You telephone your chief," the customs man said.

The tone was somewhat insulting but the idea was not bad. I sent Marcel to telephone the American legation, and meanwhile I tried another tack. Perhaps, I suggested, the customs officer could make out a temporary paper, good till Madame le Ministre could straighten things out. "Why, certainly," he said.

"Good! Now we're getting somewhere."

"All that is necessary," the officer added, "is that you post a bond of one million francs."

"We are now back where we started," I said.

At that moment Marcel raced back from the phone. "Listen! Listen!" he cried. "I heard it on the telephone. We're not in Luxembourg at all. This is Belgium!"

"Of course," said the customs officer. "You mean you didn't know?"

"Mon Dieu!" breathed Marcel. "Where is Luxembourg?"

The customs man got out a map. "Straight ahead," he explained. "This road takes you there, but through Belgian territory. Or you can go back through the city of Longwy, take this other road and get to Luxembourg directly from France."

"That was the road!" cried Marcel. "Nom d'un nom!"

We turned around and drove back. In Longwy, a baffling city full of railroad tracks and steam locomotives, Marcel got us lost again. Finally, by trial and error, we made our way out and reached

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MESTA HANDSHAKE goes to a 71-year-old citizen of Luxembourg who proudly greeted her in English.

LIFE'S REPORTS CONTINUED

the Luxembourg border. There the customs office was decorated with flowers in Mrs. Mesta's honor and the customs chief was full of apologies. "Mr. West and his party left not five minutes ago," he explained. "He learned that you had crossed the border into Belgium and thought he had been outflanked. He raced back to the legation as fast as he could go."

Before we moved on Marcel whispered into my ear, "Have you ever been in Luxembourg before?" I admitted I had not. "Very interesting," he went on. "Neither have I. Goodness only knows where the American legation is."

We ran into a policeman who was very obliging and explicit in giving directions, and we had no trouble following them. They took us direct to the Luxembourg Ministry of Foreign Affairs. It was closed for the day.

A boy on the sidewalk told us he could take us to the legation, and I told him to hop into my car. He directed me through numerous right- and left-hand turns and we wound up at the American Chamber of Commerce. It was also closed for the day. "Too bad," the boy said. "I thought sure this was it."

We tried some adult passers-by. They seemed to be divided into three classes—those who had never heard of the American legation, those who thought it was on the north side of the city and those who thought it was on the south. Finally we thought to look up the address in a telephone book. The legation was on the south side and we were there in three minutes.

The driveway was full of luscious-looking U.S. girls, mem-

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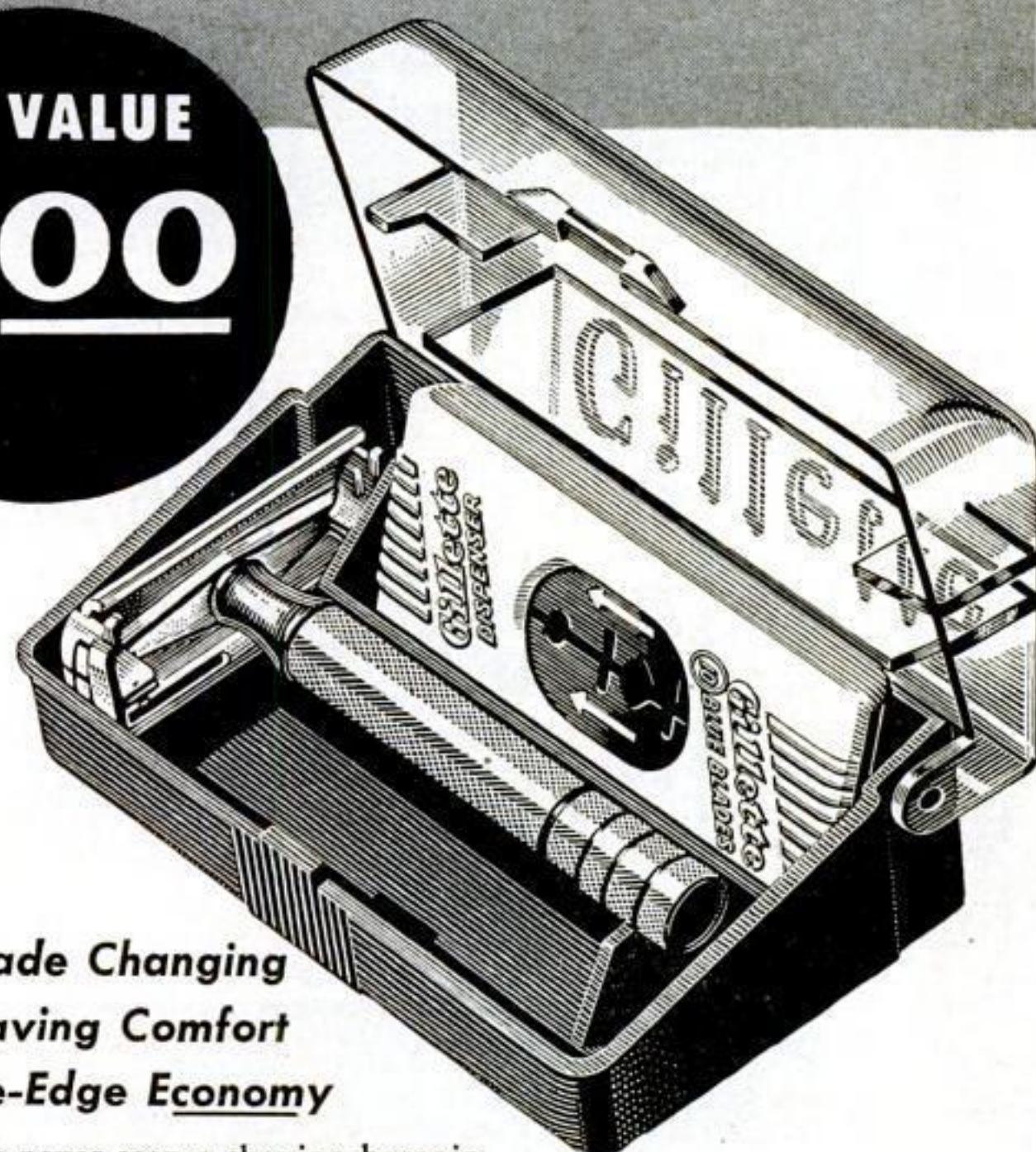
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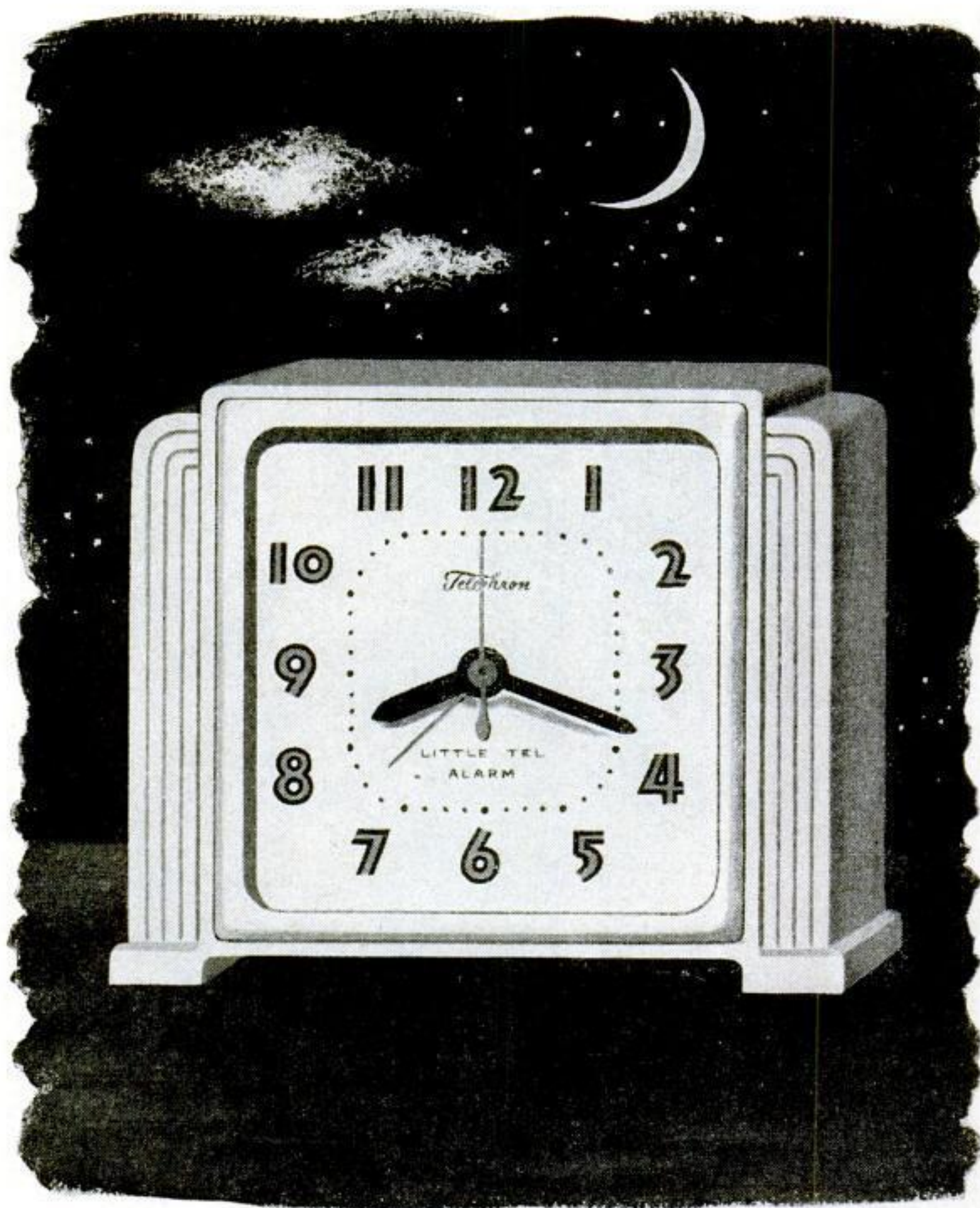
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LIFE'S REPORTS CONTINUED

bers of the legation staff who had gathered around to greet their new chief. Outside the gates a group of Luxembourgers looked in curiously. I was feeling pretty tired after all the arguments at the frontier, but I stood about for a minute. A fellow came up and said, "You know this is the former residence of the Nazi gauleiter, but the bishop came over and exorcised all the devils in it, sprinkled holy water in every room." Another fellow told me, "Too bad the minister couldn't get here yesterday when the pig market was on. Thousands of squealing little piglets just up the block. Cute as hell." Every now and again Mrs. Mesta's voice could be heard floating through the open windows of the legation, where West was showing her around. She always said the same thing: "I love it. I simply love it." The little fellow who had been riding around in the car with me came up and said, "Well, I got you here at last." I gave him 20 francs. Another fellow said, "Did you know the gauleiter had a toilet in the telephone booth? But that's all changed now."

A little later Mrs. Mesta held another press conference. One of the American newspapermen, of course, asked when she was going to give her first party. She said she didn't know—but she wanted it understood that she was not just an idle party-giver. On the contrary, she had once run a 30,000-acre ranch "and made money at it too." A Luxembourg reporter spoke up: "Did the American people feel that the Luxembourg people were doing their full share in making the Marshall Plan work?" Mrs. Mesta smiled sweetly and promptly answered, "My President thinks you are very, very important. You may be a small people but we have a saying in America that precious pearls come in small packages." For a woman who has just gone to the wrong country, been six times lost in Longwy and twice in Luxembourg and missed her welcoming committee, that was not at all bad.



AT PATTON'S GRAVE in Luxembourg Mrs. Mesta places wreath.

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LIFE'S COVER



To photograph the man on this week's cover, Yugoslavia's dictator Tito, LIFE's John Phillips spent three days on Brioni Island in the Adriatic Sea at the handsome villa where Marshal Tito was vacationing. One day he followed Tito from 9 a.m. until midnight, taking the cover picture and those on pages 41, 42 and 43. The dictator's warm regard for Phillips developed during the days when Phillips was assigned to cover the Partisans at war. Phillips also visited Tito last year (LIFE, Sept. 13, 1948), when Tito welcomed him as "the only photographer who has ever taken any decent pictures of me!"

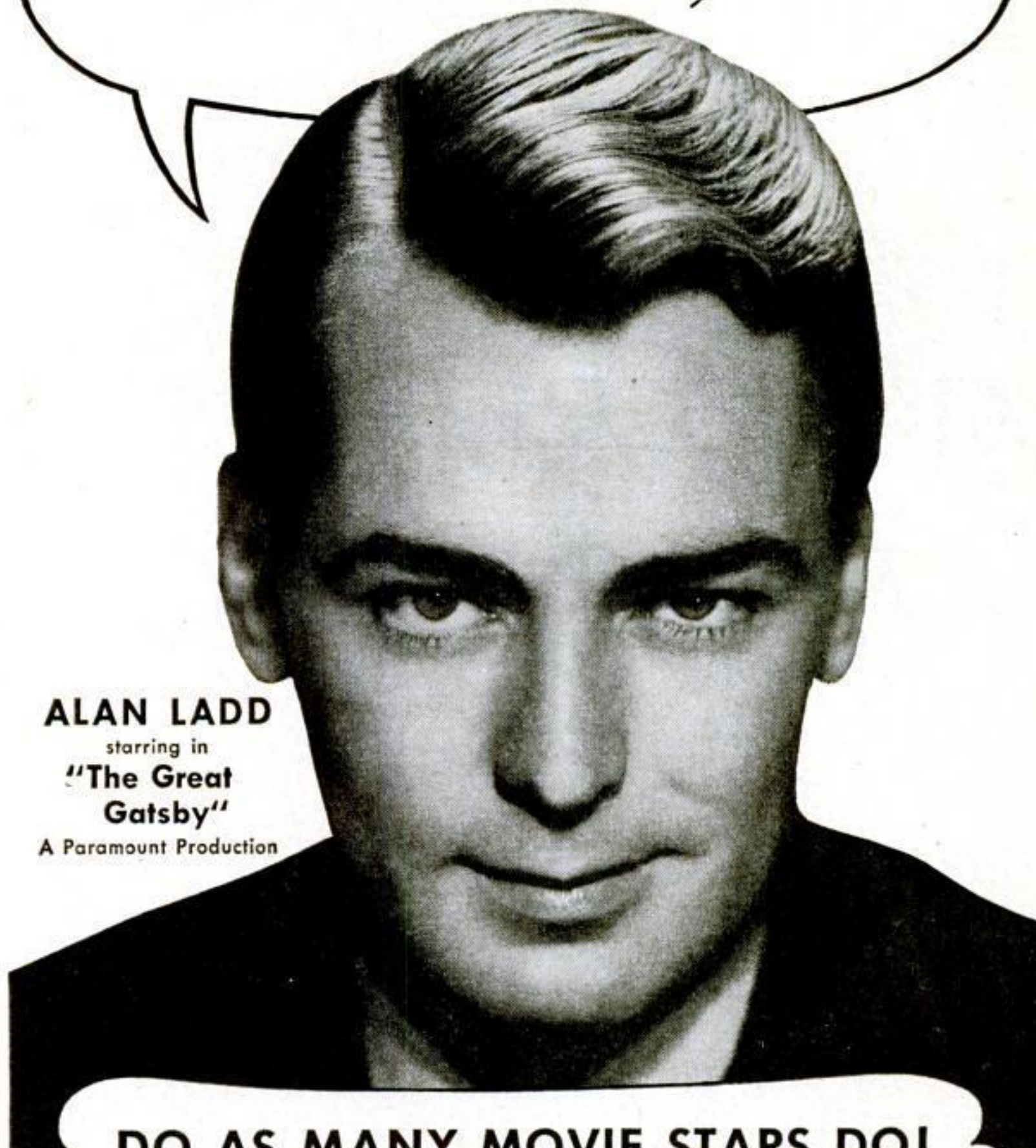
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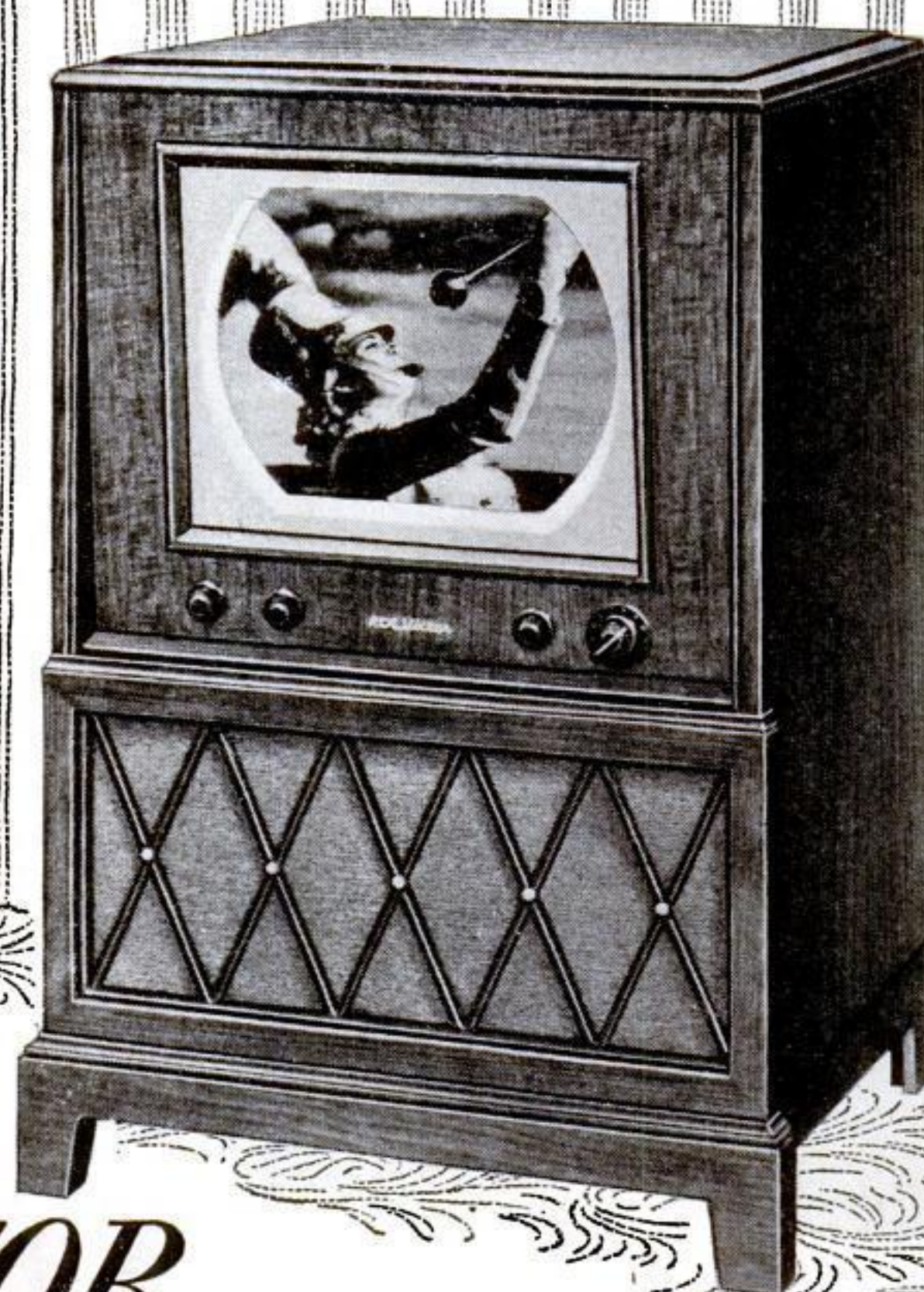
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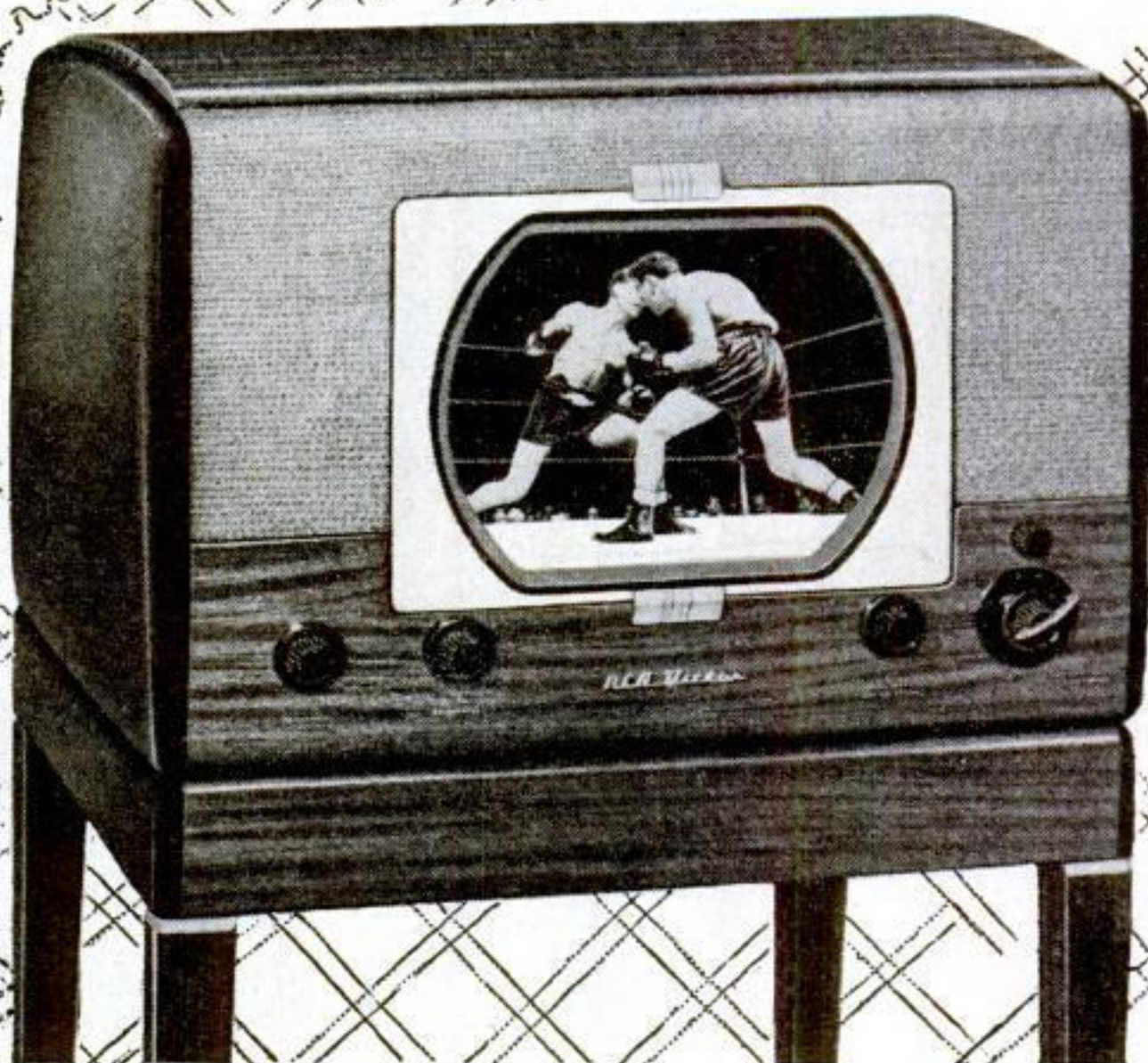
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TITO DEFIES THE KREMLIN

**EXCLUSIVE PICTURES SHOW
A NATION UNDER PRESSURE**

PHOTOGRAPHS FOR LIFE BY JOHN PHILLIPS

The statuesque figure at the right, poised on a granite battlement on the Adriatic island of Brioni, is the most interesting man in the world today. He is Tito, dictator of Yugoslavia.

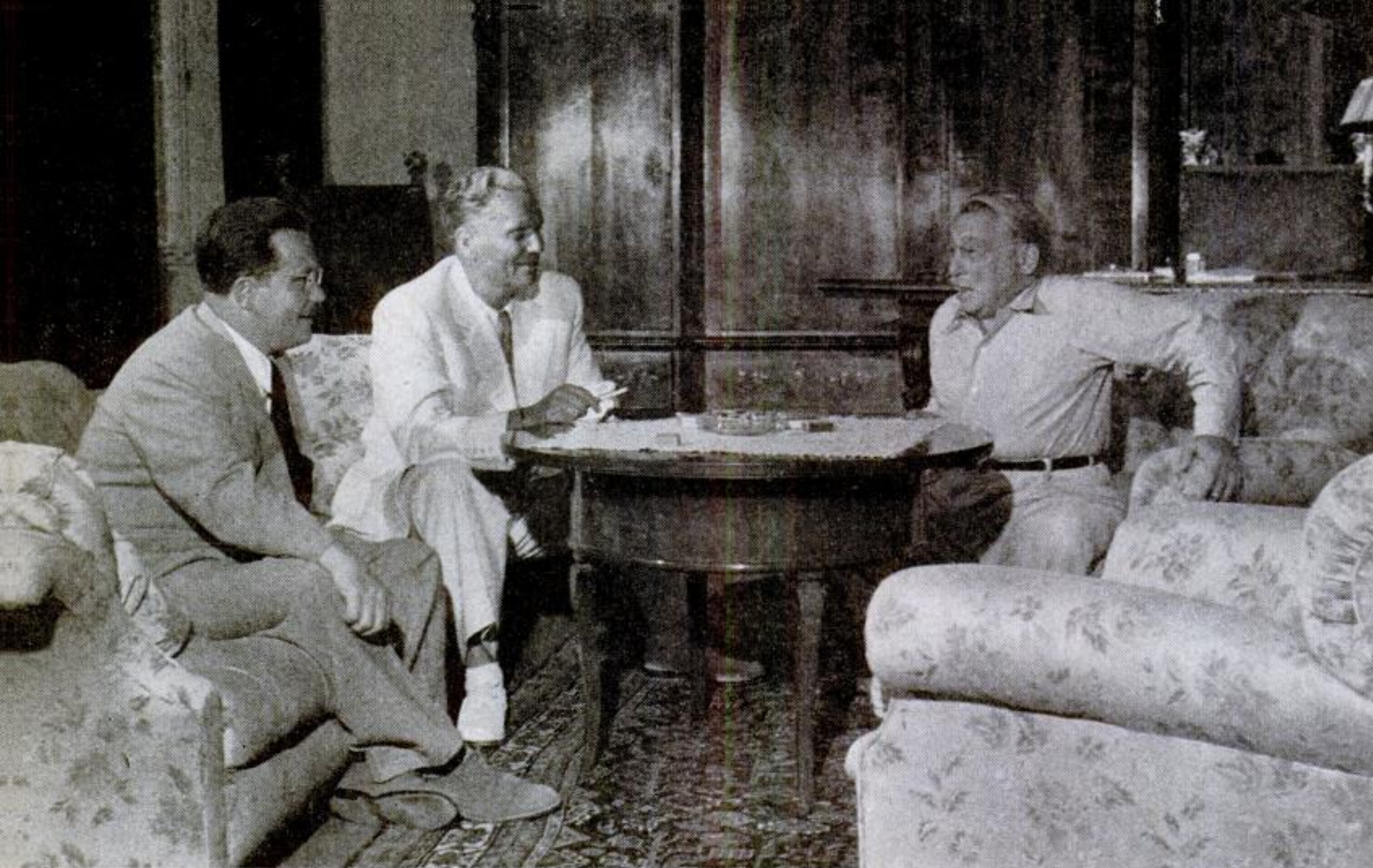
As convinced a Communist as Stalin and just as nationalistic for Yugoslavia as Stalin is for Russia, Tito has kept up a stubborn defiance of the Kremlin that began in 1944 and led to his expulsion from the Cominform in June 1948. His "heretic nationalism" makes him a far more dangerous traitor than Trotsky ever was: Tito has a nation (biggest in the Balkans) and a proved army behind him.

This clash of personalities and ambitions created new headlines last week with Moscow's denunciation of Tito as a "malicious deserter" and his government as a "puppy feeling so big that she's barking at an elephant." Balkan rumors said Soviet armored forces in Hungary had moved up to Yugoslavia's border. Neither Moscow's noisy propaganda nor the warlike rumors frightened Tito. He bluntly called Stalin's policy "hostile to the Yugoslav people" and sent his own troops on maneuvers (pp. 44-45) while predicting to interviewers that Russia would not invade his country. To show how completely he had broken with the Kremlin, at week's end he canceled his Danube River shipping and civil aviation pacts with Russia.

Like it or not, the U.S. had to make a basic decision: to support Tito or let him fight it out alone. Morally difficult, support was also strategically risky because the ever-cynical party line could conceivably change, or Tito could be liquidated and replaced by a real puppet. But the State Department saw the thorn in Stalin's side; it let Tito order a \$3 million steel mill and favored his plea for a \$25 million Export-Import Bank loan to buy machinery for his lead, copper and zinc mines.

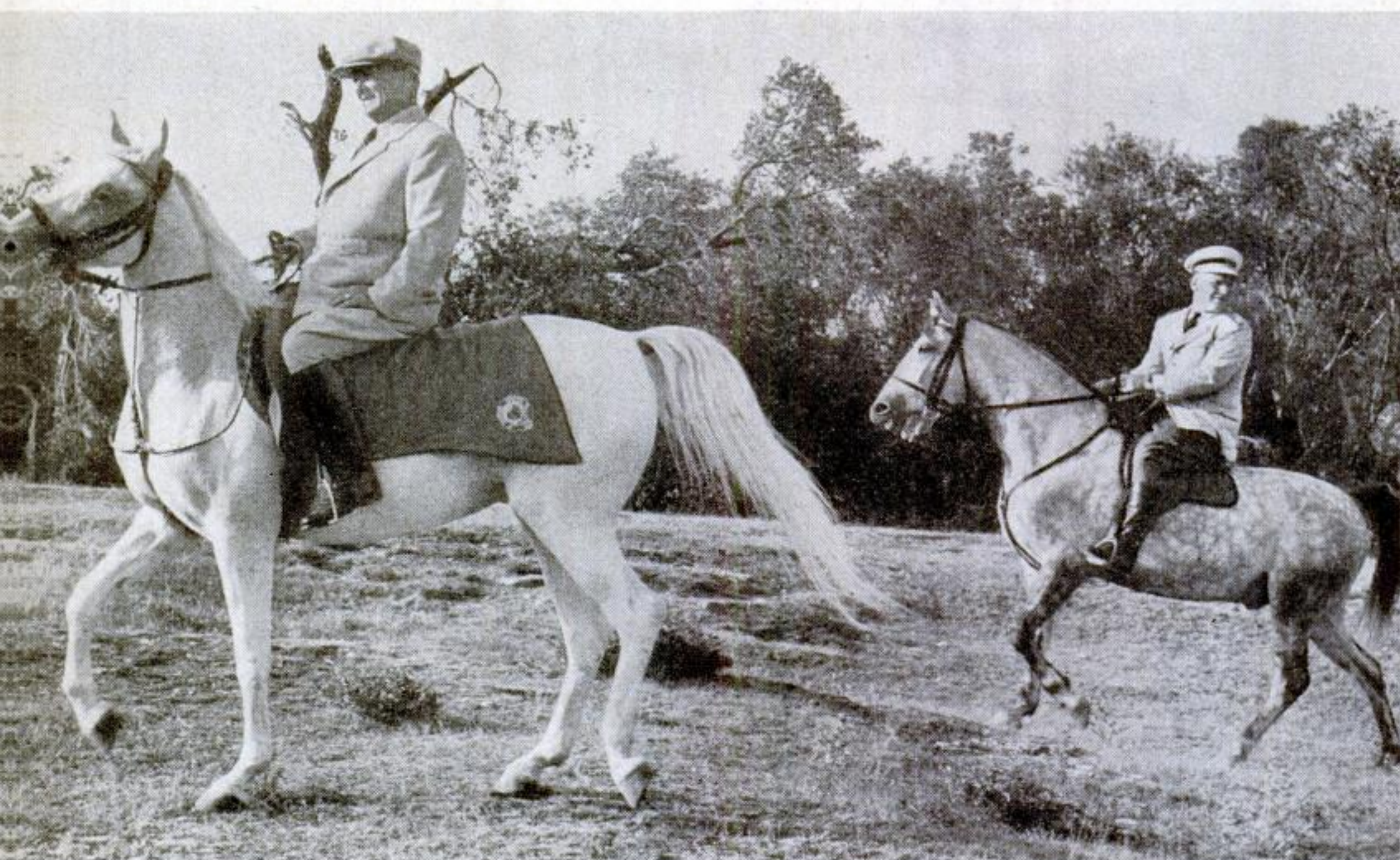
While the "family squabble" turned into war talk, LIFE's John Phillips was touring Tito's country with his camera. Last week he brought out the great photographic news beat seen on these pages.





THE BIG THREE discuss strategy in Tito's villa on Brioni Island. At the left is Foreign Minister Edvard Kardelj (also vice premier), who may appear soon at United

Nations. At the right is tiny, brilliant Moša Pijade, former artist and journalist, who is the leading Communist dialectician in Yugoslavia and Tito's top policy adviser.



TITO RIDES his 8-year-old Lipizaner mare Mitzi as his "bodyguard," General Milan Žeželj, follows on dappled horse. Below: Tito plays billiards with Lieut. Colonel

Branko Vučinić, his secretary (left), General Žeželj and Dr. Ivo Popović, personal physician. Tito learned to play the game in 1946, but still bridges his cue amateurishly.



LIFE PHOTOGRAPHER VISITS WITH TITO

He describes a dictator's holiday

During the heat of the Cominform's propaganda blasts at Tito, the marshal was enjoying a summer holiday at Brioni Island, in the northern Adriatic. There he received his wartime friend, LIFE Photographer Phillips, who had twice traveled with and photographed Tito and his Partisans. Phillips wrote:

I found Tito standing in the study of his villa. He had a heavy tan, which made his white-streaked blond hair seem even lighter in color. He appeared to be enjoying life, and if he felt any strain it was not apparent. He had come far since Partisan days. He wore dazzling white flannel slacks and a pale blue sport shirt embroidered with the monogram "T."

"We will speak English," he said. "I only speak a little, but we will get on." Coffee was served, and while I was sipping mine he leaned over and asked me cheerfully, "What do they say in America about my fight with the inform bureau?"

"They are very much interested, but they would like to know much more about it," I replied. Tito smiled and dropped the subject. Relaxing in his chair, he asked me what pictures I wanted.

"You, naturally," I said, "and any members of your government who are on Brioni."

"There is only Kardelj and Pijade," Tito said. "Would you like to photograph them?"

"Indeed," I replied, knowing how uncooperative Kardelj could be. Beckoning to his secretary, Tito told him to fetch them both. Then he vanished upstairs. Soon he was back wearing a coat and pale peach-colored shirt. His polka-dot tie was held in place by a heavy gold clip shaped like a scimitar.

For several hours I took pictures. Then Tito ordered his personal physician, Dr. Ivo Popović, and his permanent companion, General Milan Žeželj, to take me on a sightseeing tour of the island. The general proudly showed me his gold cigaret case, inscribed, "To General Žeželj from J. B. Tito." We toured in a brand-new Mercury.

At 5 o'clock the Mercury drove me to what had been one of Europe's finest polo grounds. There was Tito in a flashy riding habit, trotting his handsome mare, Mitzi. He put her into a gallop, and as he approached me, I said, "I hear you like to fish, marshal." "We go fishing," he said. By the time we reached the rowboats taking us to his launch, Tito had made another quick change and appeared in a beige business suit.

We took on board a couple of bottles of wine, a siphon and a slender young boy. "Who is he?" I inquired. "Son," said Tito laconically. Later, before I took their picture, the dictator took a comb and smoothed down the boy's unruly hair.

Tito hopped into a rowboat with his chauffeur, Nikica Prlja, who is also his fishing companion, and we rowed around looking for a good spot. At sunset Tito caught his first *arbum*, which was soon followed by a second. In 90 minutes he caught seven.

"Who is the best fisherman," he inquired gaily, "me or President Truman?"

"Couldn't say," I replied diplomatically, "but if I ever see the President I'll ask him."

It was night when we got to the villa. Tito led me to the dining room and seated me on his right. He helped himself to some pale pinkish wine, which he mixed with soda. "Not strong," he said, and recom-



"WHO IS THE BEST FISHERMAN—ME OR TRUMAN?"

mended I drink a potent-looking dark wine instead.

We had noodles for our first course, and Tito told stories. He reminisced that once in the Soviet Union the Russians had given him a horse nobody had ridden. With gestures he described his mad ride, whipping through a forest but never letting go until the horse was exhausted. Fascinated, the guests stopped eating, and General Žeželj kept muttering, "*Bogati, bogati*" ("O God, O God").

The second course came up—steaks for all except Tito, who ate stew. "I can write well here," he mused suddenly. I asked him if he wrote in longhand. Tito nodded. "You ought to try a dictating machine," I suggested. "You fasten a microphone to your shirt. You can then pace the room and when you think of those wonderful sentences you simply say them aloud." Tito changed the subject. But later his doctor grabbed me when we were alone. "What is it called, the machine you fasten to your shirt?" he asked. "The marshal wants one."

As dinner progressed to Turkish coffee and pears, the conversation switched to the movies.

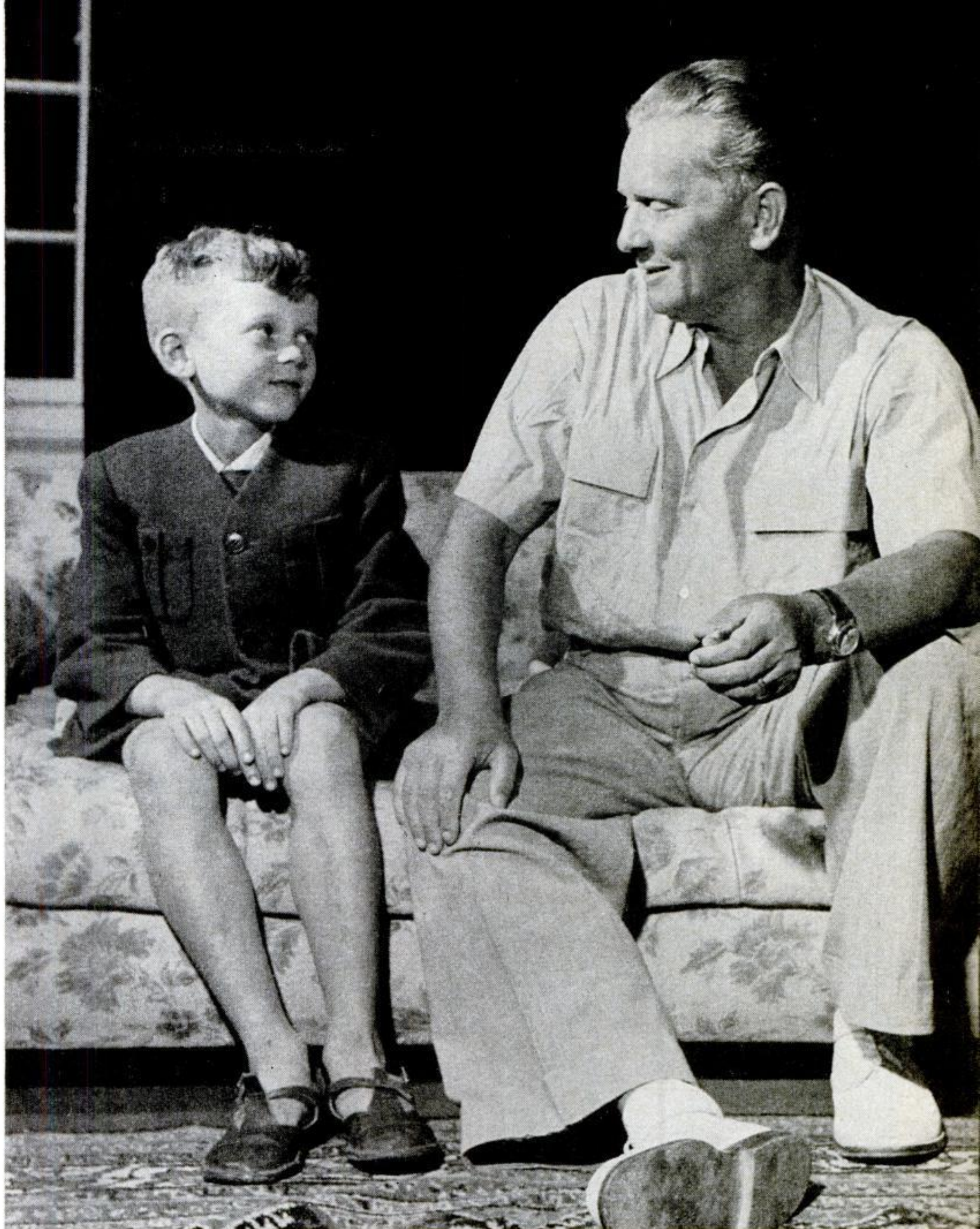
"American film industry is very fine," Tito remarked, "but sometimes we find the films a little foolish." I asked him about his favorite films, and he beamed, "Cowboy films and Stan Laurel and Oliver Hardy." I asked him if he liked Charlie Chaplin, wondering if he had seen *The Great Dictator*, which was showing all over Yugoslavia. *Modern Times*, said Tito, imitating the scene where Chaplin goes berserk and runs around twitching two wrenches. "He has made several since that one," I said. "In one he imitates Hitler." "You mean *The Great Dictator*?" inquired Tito blandly.

We moved to the adjoining room to see a 16 mm. American film with German subtitles, an export version of *Mrs. Parkington*. Why we export these things to a ragged and hungry world I wouldn't know. It dealt with frightful millionaires who had squandered their lives and money. The opening shot showed children singing carols in front of a mansion. A blasé woman dripping in furs brushes half of them off and asks the butler to sweep the rest away. Then she pours herself a shot of liquor. Tito nudged me. "Whisky!" he said in a stage whisper.

Then Greer Garson appeared, looking 80, but luckily we soon had our first flashback to her youth, and she quite literally made Tito sit up. In the same flashback Walter Pidgeon careened down a street with horse and buggy. This caused Tito to say hopefully, "Cowboys!" But we saw no more horses until we came to a fox hunt in England. There Greer ran into a noble figure she did not know.

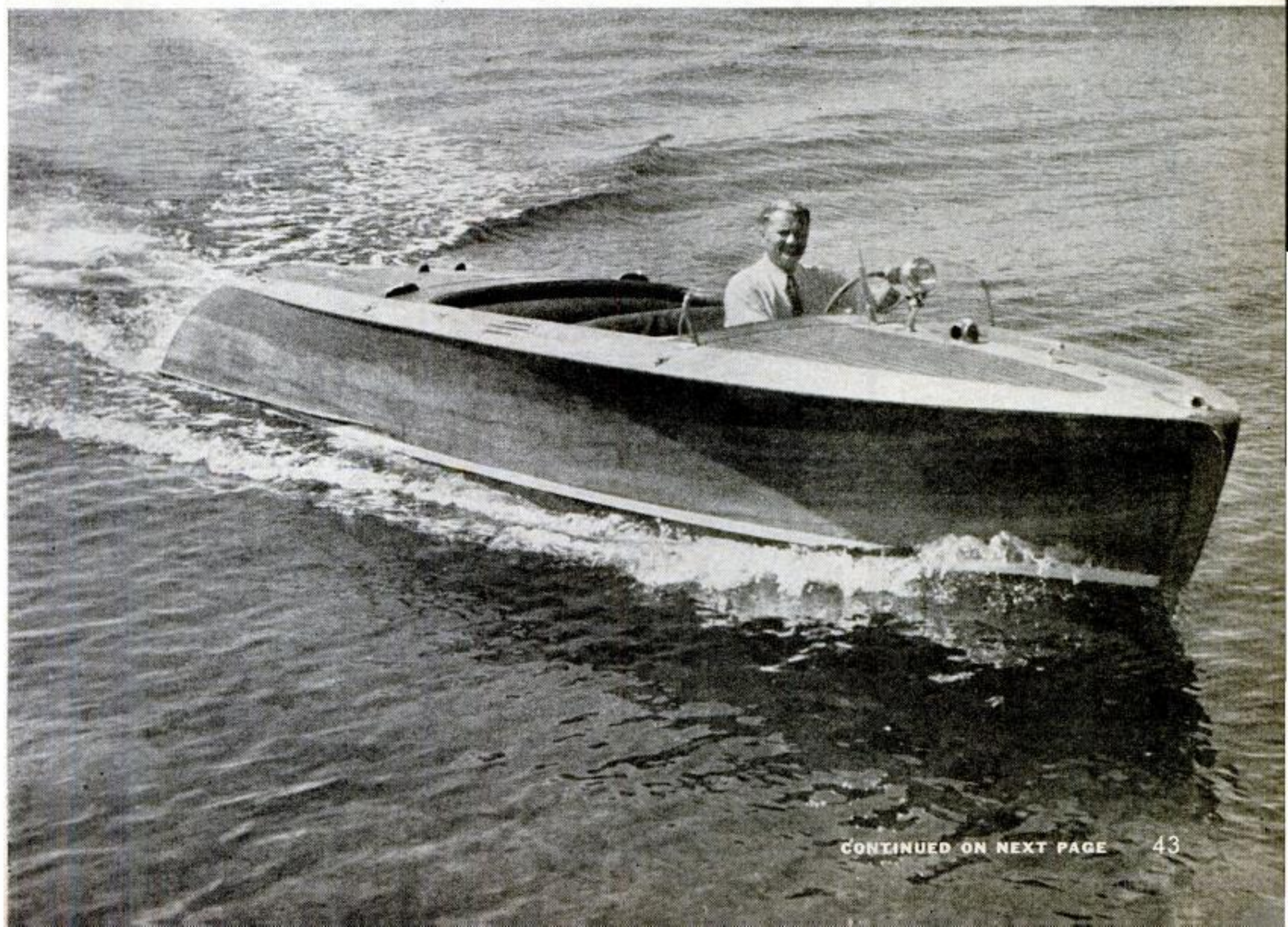
"Wait and see," whispered Tito, "he is the king of England." Which he was, of course.

As the film ended, Miss Garson had decided to sacrifice the worthless relatives in favor of justice—this would have been her late empire-building husband's decision. "He wanted power because he knew how to use it," she said. Tito sat up straight again.



PROUD FATHER TITO smiles at his wistful son Aleksander Broz, 8, after revealing the boy's identity to LIFE's photographer. Called "Misha," he is the child of Tito's

second wife and was hidden away all during the war years. The dictator also takes great pride in his speedboat (below), which he pilots at a fast clip about the tiny island.





HIGH-STEPPING SOLDIERS OF TITO'S 500,000-MAN ARMY FILE OFF FOR COMBAT MANEUVERS NEAR HUNGARIAN BORDER. THIS "CETA" OF 120 MEN IS SMALLEST UNIT

A "VOLUNTEER" LABOR BRIGADE MARCHES TO SMALL-TOWN HAY-CUTTING CONTEST. THE LONG-HANDLED SCYTHES THEY CARRY COULD EASILY BE REPLACED BY RIFLES





OF YUGOSLAVIA'S ARMY. BESIDES REGULARS ANOTHER 500,000 ARE IN RESERVE, BUT IF PITTED AGAINST RUSSIAN ARMIES WOULD HAVE TO RETREAT TO THE HILLS

SINGING "TITO, TITO, LITTLE FLOWER, BELOVED BY ALL THE YOUTH," YUGOSLAV INFANTRYMEN AND AN OFFICER DANCE CONGA-LIKE "KOLO" DURING A REST PERIOD





BELGRADE

NEW PRESIDIUM rises in Belgrade to house Tito's government. All the work is done by volunteer student and peasant brigades, as their contribution to Comrade Tito's Five Year Reconstruction Plan. The signs exhort: Greater Work for Greater National Honor.



THE PEASANTS, like these Croats delivering their wheat, get low prices but additional ration cards for what commodities are available. Only 20% of farms have been collectivized. Peasants seem to like Tito, also like money. They form 75% of population.

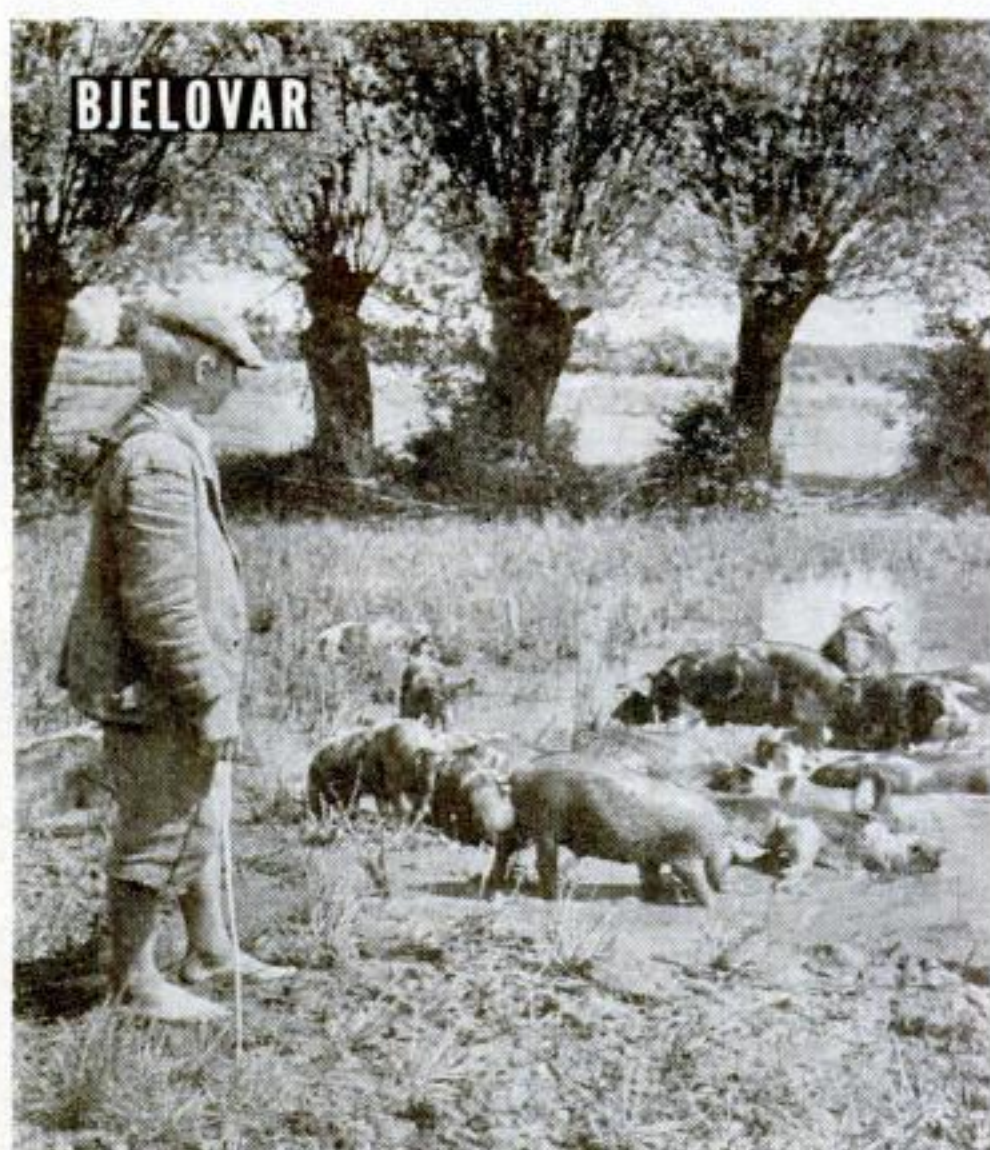


STRATEGIC YUGOSLAVIA lies across the Adriatic Sea from Italy and is nearly surrounded by Russia's Balkan satellites. Widely reported Soviet army maneuvers in Hungary and Romania are shown by tank symbols. Submarine symbol at the bottom indicates the Adriatic Sea.

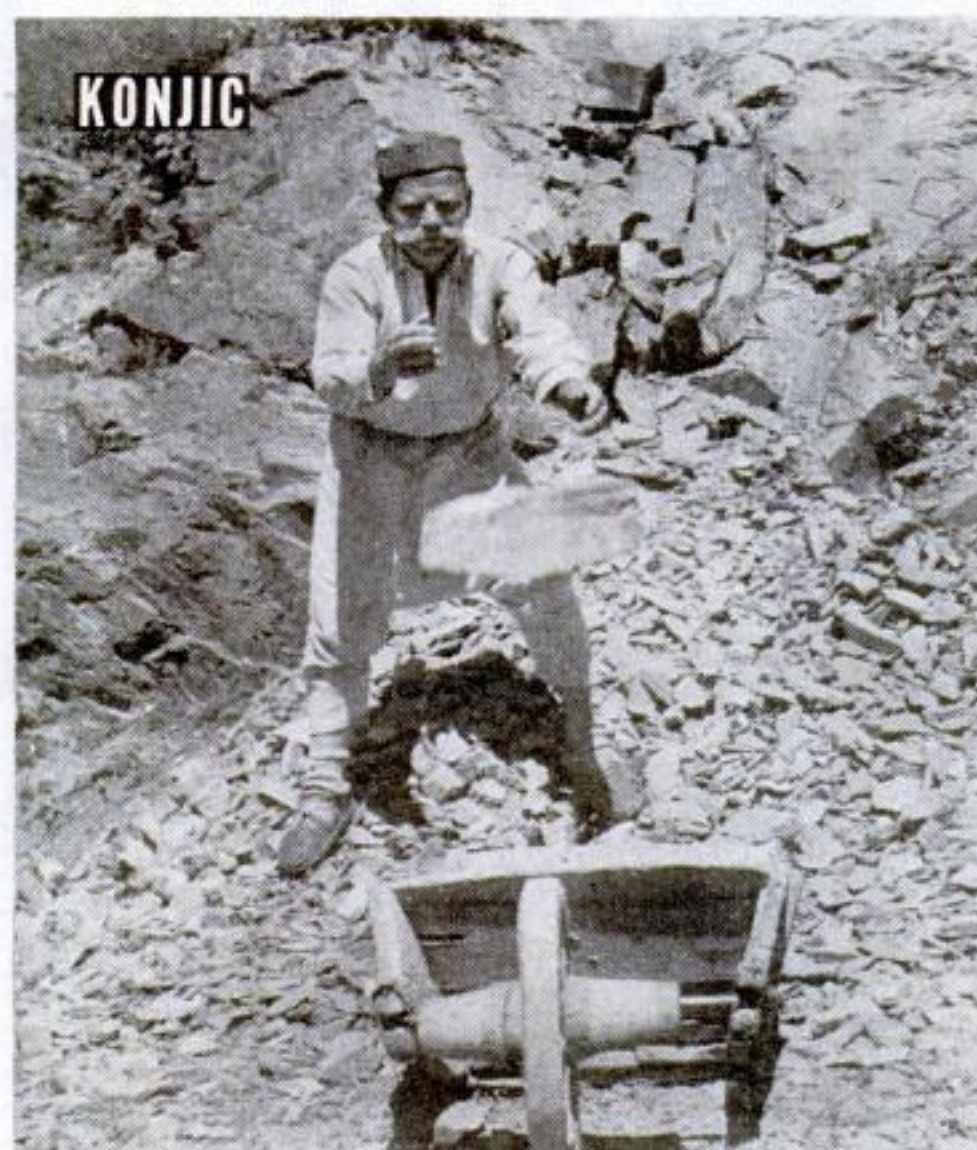
EVERYBODY WORKS FOR THE STATE

Yugoslavia is a backward land, scarred by conquests, bedeviled by old hatreds within its rugged borders: its swarthy, Orthodox Serbs persecuted their lighter-skinned, Catholic Croatian neighbors. In turn Croats feuded with the blond, Austrian-influenced Slovenes. But despite family quarrels—not yet eliminated—the Yugoslavs are trying to grow and behave as a nation.

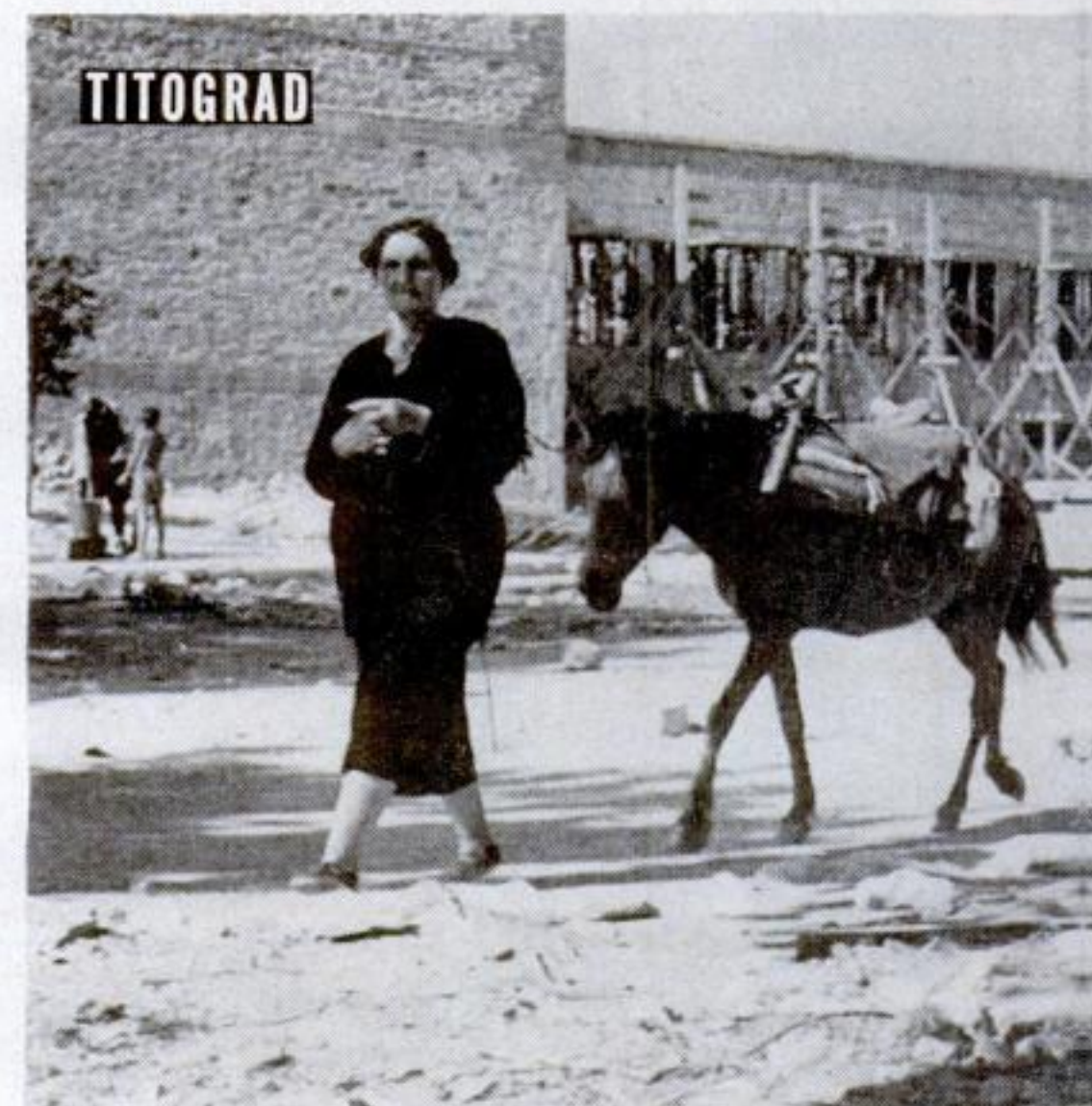
War Hero Tito has contrived with mounting success to create a genuine national spirit. The pictures on these pages show its impact on the nation. Volunteers repair war-broken cities (*below*), build dikes (*right*) and new buildings (*left*). They all work hard, and after two frantic years of Tito's own Five Year Plan for reconstruction they show the signs of weariness. Typically Tito's Communist plan also demands tribute from farmers. To control all crop assets as far



PRIVATE WEALTH is rare now, but it exists on this farm in form of hogs, which owner's grandson guards. State will buy most cheaply, disregarding owner's grumbles.



TOOL FAMINE causes this peasant to do his highway work barehanded. Shortages of such common implements as shovels seriously retard Yugoslavia's recovery drive.



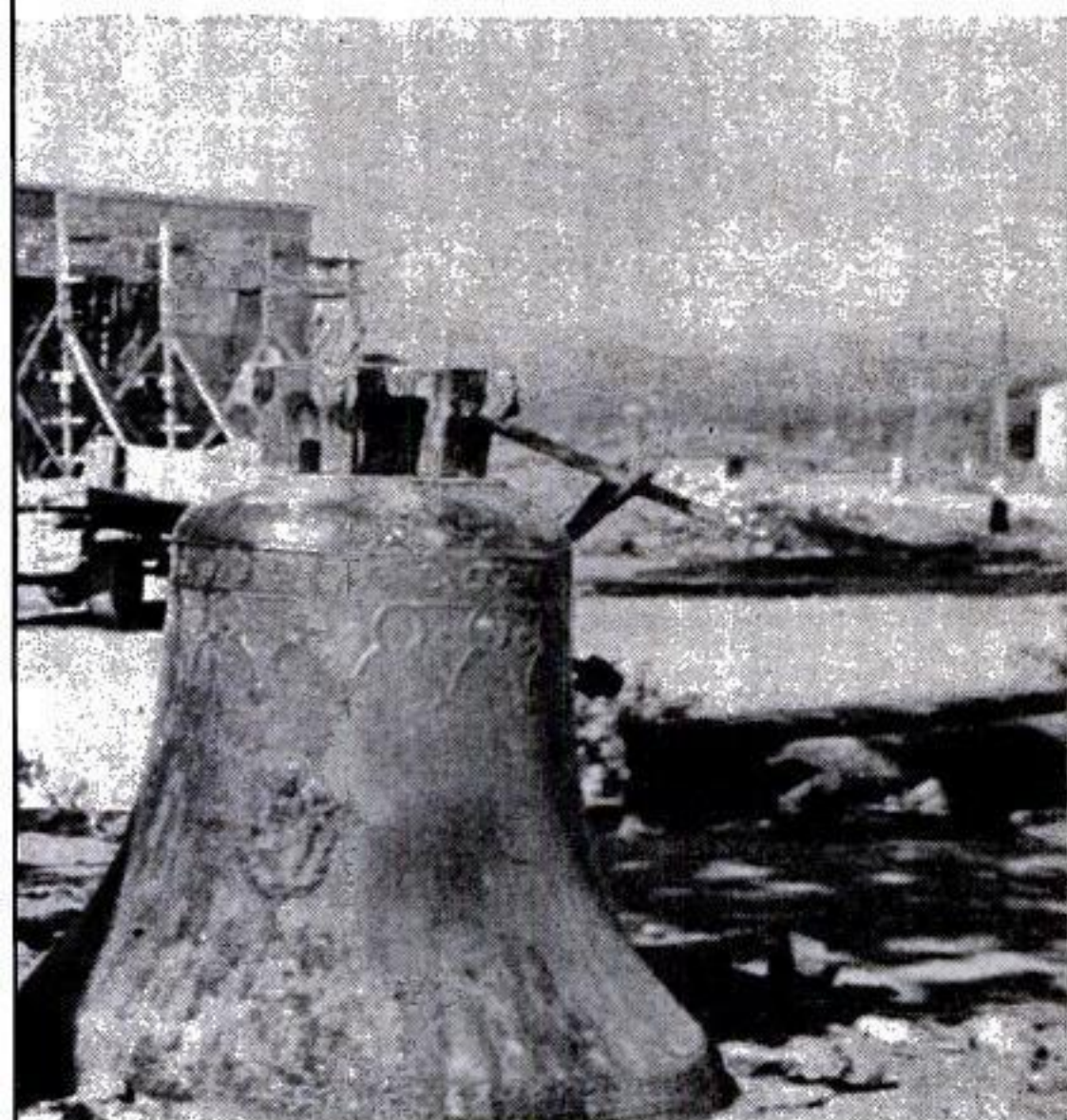
YUGOSLAVIA'S "STALINGRAD," formerly Podgorica, was renamed Titograd when its rebuilding began in 1946. This will be Montenegro's capital. In foreground is



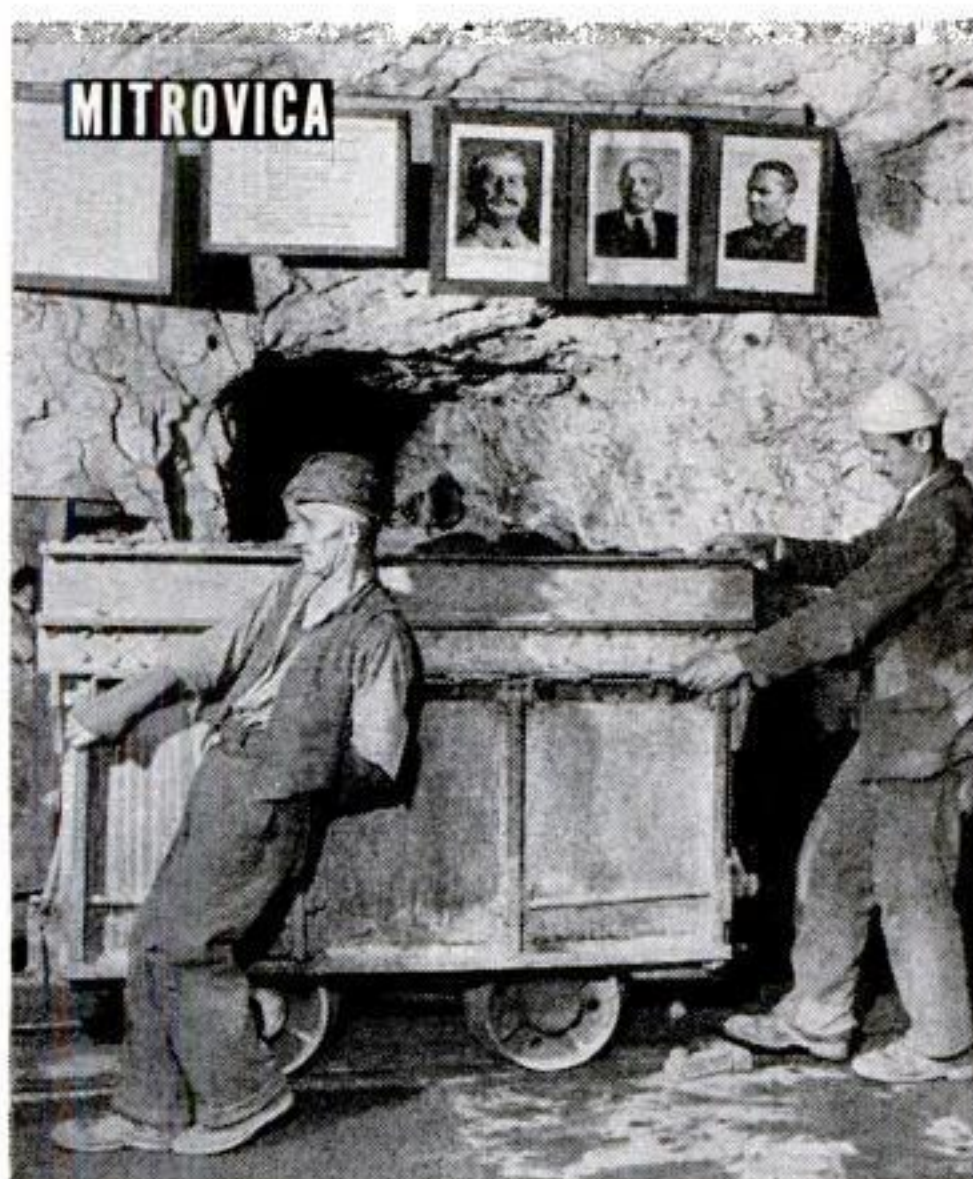
icates the new Soviet base for German-designed submarines off Albania. In World War II Germans entered Yugoslavia through Hungary and Romania, and Russians entered over virtually the same route to join Tito's guerrillas and drive out Germans in 1944.

UNDER THE TITO FIVE YEAR PLAN

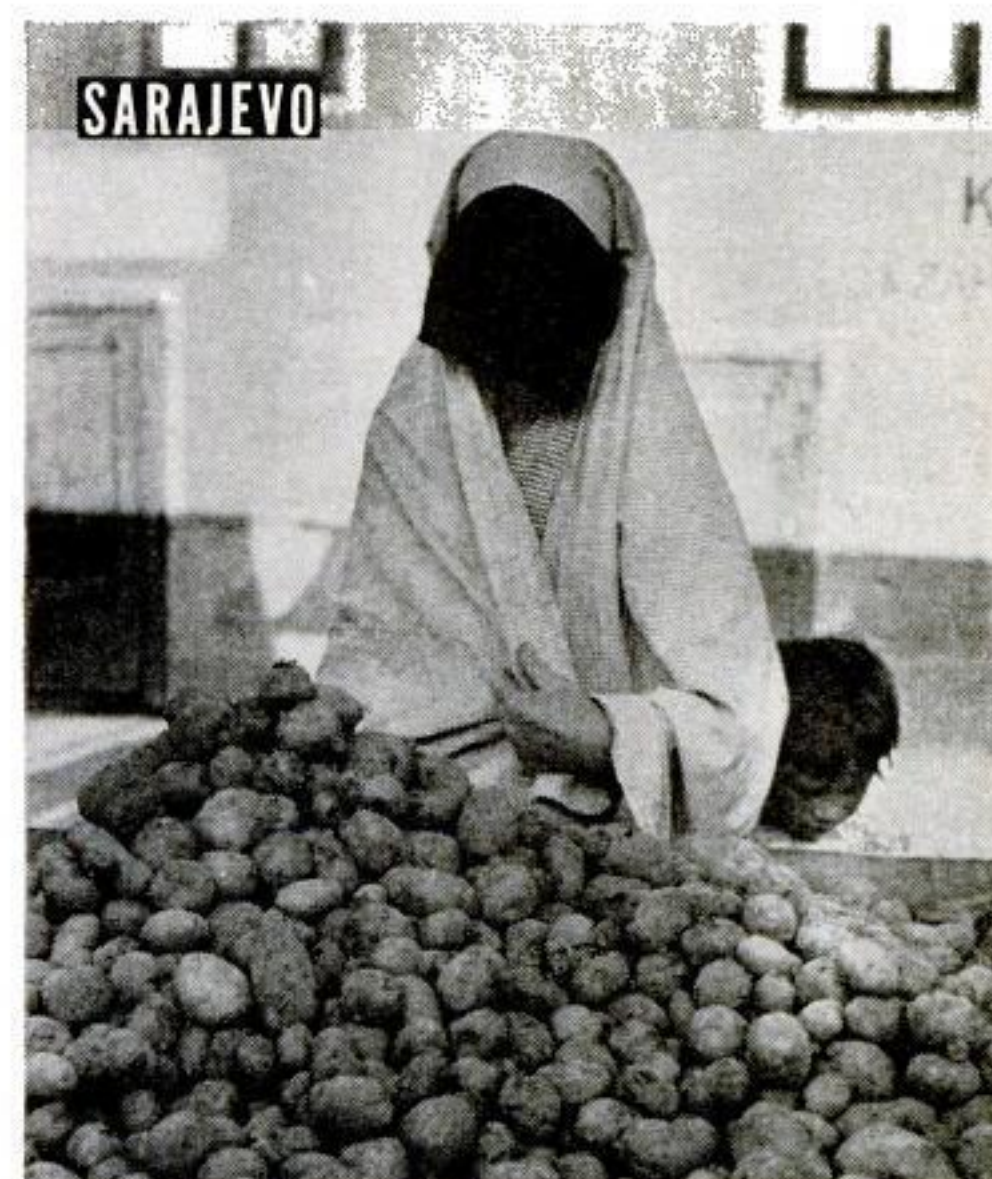
as possible Tito presses his peasants into cooperatives and then draws in their grain and hogs cheaply by refusing state-controlled consumer goods to any who refuse to sell to the government. But Tito's land seizures have been mild compared to Russia's total confiscation. Stalin wanted more drastic communization of Yugoslavia's economy. Russia also asked Yugoslavia to mine molybdenum (for hardening Soviet steel) at a cost of \$10,000 a ton and sell it to Russia for \$900. Russia's method was visible when the Soviets sold Yugoslavia 577 movies—but never bought one film from Yugoslavia. When the Balkan nations talked of an economic federation, Moscow knocked it down. Refusing to be a Soviet colony, Tito accepted the tough job of building alone—without expensive tools or equipment Russia wanted to sell him—and now has taken on the risk of armed reprisal.



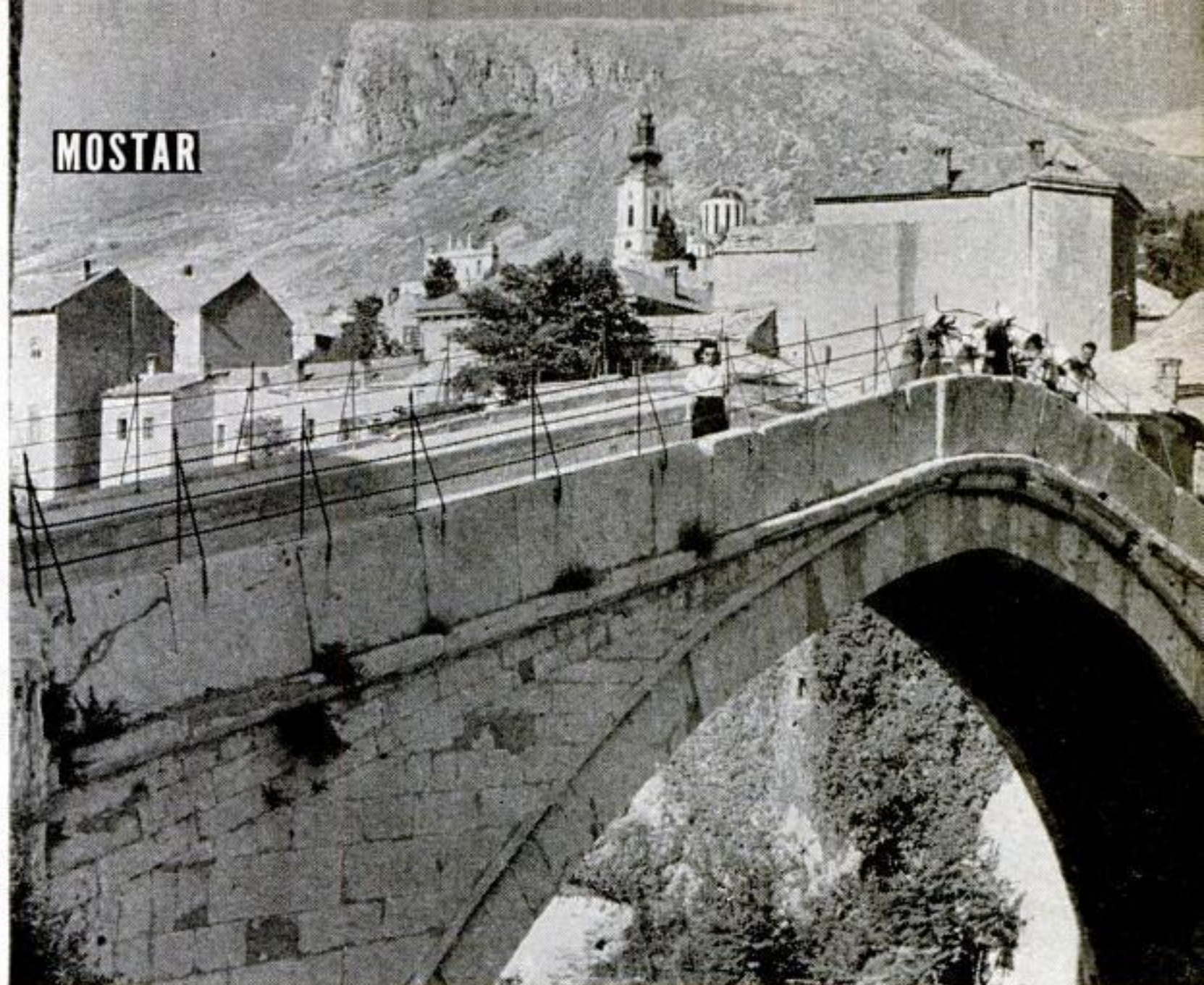
bell from a destroyed church. Tito has not interfered with worship but has cut off state subsidies to church groups. In the background is a new state-owned bank building.



IN A LEAD MINE two workers push an ore cart underground beneath pictures of Stalin, Lenin and Tito. Despite Russia's threats pictures of Stalin are still displayed.



MOSLEM WOMAN in traditional veil shops for potatoes, allowed on the free market after government takes its cut. World War I began here with an assassination.



MOSTAR
16TH CENTURY BRIDGE spanning a river in Herzegovina province is a reminder of a turbulent history. The territories that Tito now rules were overrun by many conquering neighbors until nationhood was achieved only 30 years ago after World War I.



BELGRADE
ALONG THE DANUBE Belgrade students build dikes against floods. Past this point last month steamed a Russian gunboat, moving between Romania and Hungary. It refused signals to halt, and Belgrade complained of "deliberately provocative" action.



WORKERS IN BELGRADE listen soberly as speakers explain the need for greater output under Five Year Plan.

Then in answer to questions it was explained that Russian imposed restrictions on such items as china from Czech-

oslovakia had kept the factory cafeteria from being "the best in the Balkans" and hampered production generally.



RUSSIAN GRAVES like these at Belgrade were once carefully tended, now are all but overgrown by bushes.

"WE BELONG TO TITO! TITO BELONGS TO US!"

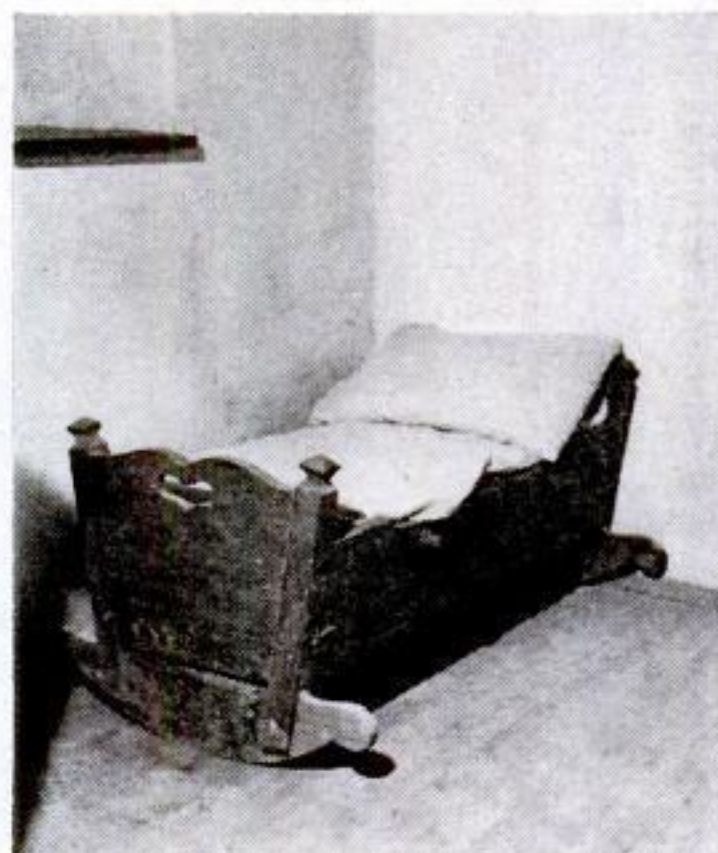
Like other totalitarians, Tito and his Yugoslav Communist party live by creating menaces, goals and a new god. In Yugoslavia, though the government still protests its ideological respect for rude Comrade Stalin, the menace (once the "imperialist West") is now Russia. The goal is greater production. The god of course is Tito: it is for Tito that men bend their backs in righteous labor. At the end of factory staff meetings like the one shown above and on the opposite page, the workers cry. "Živio Tito! Long live Tito and Tito's party! We belong to Tito! Tito belongs to us!"

As in Stalin's Russia, Tito's industrial elite are the

vigorous "shock workers," who gain that title by cramming an extra 42 hours a month into their jobs over a period of three months. A good Communist shock worker like 41-year-old Jakčić Radovan (*opposite*), a Serb who polishes metal parts at the Lola Ribar machine tool works in Belgrade, earns not only prizes and adulation from the party, but up to 12,000 dinars (\$240) a month, the pay of a cabinet minister. On his vacation, which runs from 14 to 31 days a year, he can easily pay for a journey to the new shrine at Kumrovec in Croatia (*below*), where the half-Slovene, half-Croatian farm boy, Josip Broz Tito, entered this tense and toilsome world 57 years ago.



TITO'S BUST is on sale like *Mona Lisa* (*left*) in this Belgrade store where once-rich Slavs sell their antiques to buy food.



TITO'S CRIB is favorite exhibit for the many who visit his birthplace at Kumrovec, in Croatia, now a national museum.



TITO'S BED, in which he slept as a boy, is another prize attraction. The bust was added after the museum opened in 1946.



TITO'S BIRTHPLACE was dignified by the addition of the statue when his deification began. Tito now visits it every year.



THE BEST WORKER IN HIS FACTORY,
JAKCIC RADOVAN ACCEPTS A RADIO
IN RECOGNITION OF TOIL FOR TITO



EDITORIAL

DESTINY AND DOLLARS

A NEW WORLD IS SHAPING AROUND THE U.S., AND THE BRITISH CRISIS IS PART OF THE CHANGE

Look at us, illustrating an editorial about the latest British crisis with a picture of the New York skyline. Crazy? Not at all. There is a connection between the skyline and the crisis: you might say without too much exaggeration that the British have to ask for more dollars this week because the biggest, richest and tallest city on earth is a U.S. city. The dollar quest of Ernest Bevin and Sir Stafford Cripps is one act in a great drama of world readjustment to the unique sum of American resources, energies and power which accomplished, among other things, the miracle of Manhattan.

Now don't get us wrong. We are not suggesting that the troubles of Great Britain and a lot of other countries are "the fault" of the U.S. If any fault is to be found, it must be with history. The American ascendancy and its consequences are no more the fault of Americans than the British ascendancy of the 19th and early 20th Centuries was the fault of Britons. Our point here is that the existence of the U.S. is the biggest fact of today's world, determining to a large extent the conditions on which the rest of the world must get along.

Some of the conditions are pretty tough on other countries. From the world's standpoint the appall-

ing characteristic of the U.S. is its self-sufficiency. The U.S. has more, makes more and consumes more than any other country in history. It also produces most of what it consumes, and could use still more of its own immense output. The result is that the U.S. is not under any inherent compulsion to sell to and buy from the rest of the world in important amounts. Paul Hoffman is right when he tells Europeans not to kid themselves with the idea that the U.S. *must* export its surpluses even if it has to give them away.

Britain's position was different, and necessarily there are some big differences between the leadership the U.S. offers the world in the 20th Century and the leadership of Britain in the 19th. Island Britain, once it was industrialized, had to buy much of its food and most of its raw materials from the rest of the world, and this necessity was in the years of *Pax Britannica* a blessing for all concerned. The circumstances in which Britain rose to power and held power compelled it to disperse its money, men and talents throughout the world and in a manner of speaking to "meet the responsibilities" of a dominant nation. Superficially the same necessities and compulsions do not drive the U.S. But in the far

view the vital thing is not why Britain "met its responsibilities," but that in its way it did meet them. The basic compulsion driving Britain in its ascendant years was not its stomach but its history. So it is and so it will be with the U.S.

At Britain's noon imperialism and profits were not only respectable, they were considered to be required of God, and the British operated strictly for profit. Now new values are taking shape, and the U.S. is fitted to reflect them. The British virtues did not and do not include the spirit of conscious national generosity which has lately been the hallmark of American policy. It is no slur to add that acts of American generosity may also be expressions of historical necessity, and that the prospect of their continuance rests upon something much deeper than the Senate's mood on a given day. The senile aberrations of a Senator McKellar, hacking away at ECA, deserve less attention than the long record of American action: the war loans of World War I, their later reduction or cancellation, the outpouring between wars of U.S. capital to Europe and the Far East, Lend-Lease, aid to China, UNRRA, the British loan, many smaller grants and now ECA, the Atlantic Pact



and, in Washington this week, the search for practicable means to help Britain again. A given President, a given Congress may fail to do all that could be done (as in China); the U.S. public may jib at this or that extension of U.S. power, or may wisely question some unwise use of it. But who on the record can question that the U.S. people understand the American role and are dedicated to its fulfillment? Who on the record can doubt that the American course is set?

THIS IS NO TIME FOR DOLLAR PANACEAS

The foregoing sentiments will hardly comfort Mr. Bevin and Sir Stafford. Their plight is truly desperate; their crisis is very probably the last that Britain can withstand. After it, unless permanent solutions are found, may come severe depression in Britain, collapse of the pound sterling and collapse as well of the great sterling trading area—the complex of colonies, dominions and independent countries which do business in British pounds and let Britain be the common banker. It is a crisis that defies quick solution, and we cannot tell Messrs. Acheson, Snyder and Hoffman exactly how to handle it. However we do suggest this much:

1) *It is useless to look exclusively to the ills and faults of Great Britain for the diagnosis and cure.*
2) *It is dangerous to argue simply that "Britain must be saved"—that way lies only postponement of disaster.*

Britain's problem is not merely to become "efficient" (although God and Sir Stafford know the

British could use more efficiency). If that were all, things would not be so difficult. The productive machine that now seems inefficient was the marvel of its time, and today turns out more than ever before. It is still good enough to support a booming and profitable trade—in pounds. The trouble is that it does not earn enough dollars in a dollar world. Britain's problem is nothing less than to find a new place in a new world—a world where its industry and trade are no longer privileged and protected by British dominance.

The "dollar shortage" is a symptom—but not a cause—of Britain's difficulty in finding its new place. And Britain is not alone: after a year of ECA most of Western Europe still has the same trouble, and it is getting worse, not better. Trade within Europe is doing well. Prosperity grows. Yet the so-called "dollar gaps" increase, and no conceivable amount of direct ECA relief will close them.

Here is a clue to the proper line of U.S. action. ECA in its first year rightly put most of its money into the direct supply of needed dollar goods. Western Europe acquired hope and vigor, Communism was turned back. But the inability of ECA beneficiaries to earn enough dollars directly or to buy enough with their own currencies persists. Recognizing this, ECA now finances a very limited system of guarantees whereby small amounts of the profits earned by European traders in European currencies can be converted into dollars. As we have previously said, we believe that this system should be improved and extended; that this, rather than continued emphasis on commodity relief, is the right road for the final years of ECA. Somewhat the same approach on a judicious scale might

be especially useful with the British. On its own or through the International Monetary Fund the U.S. might assist in guaranteeing the conversion into dollars of an agreed proportion of the pounds Britain earns in its normal trade. In return the British might be asked to end the official fiction that the pound is worth \$4.03 and bring it down a notch or two.

Such proposals seem small in comparison with the gravity of British collapse. They seem downright picayune when Britain's place as an ally in the struggle against Communism is considered. Well, they are picayune, and so are the official ideas to be taken into conference this week—encourage better British selling in dollar markets, perhaps tinker with tariffs, step up U.S. purchases of British rubber, tin, etc. and continue to recognize that Britain's dollar troubles are U.S. troubles too. For once we applaud the modest approach. Although the conflict with Soviet Russia restrains the natural processes of transition at every turn there are times when the paralyzing demands of the cold war must be set aside. This is one of the times. Else Britain will not bring itself to work the painful but necessary reforms in its own economy and outlook that must be achieved. Else, too, the "Britain must be saved" school will come up with another inconclusive dose of dollars, effective solutions will again be delayed, and Britain in the end will be the loser.

We have indicated the kind of approach which looks most promising to us. But our trust—our hope for a solution of Britain's difficulties, among others—really rests upon a belief. We believe that the new world of the 20th Century can be a good and well-ordered world.



and, in Washington this week, the search for practicable means to help Britain again. A given President, a given Congress may fail to do all that could be done (as in China); the U.S. public may jib at this or that extension of U.S. power, or may wisely question some unwise use of it. But who on the record can question that the U.S. people understand the American role and are dedicated to its fulfillment? Who on the record can doubt that the American course is set?

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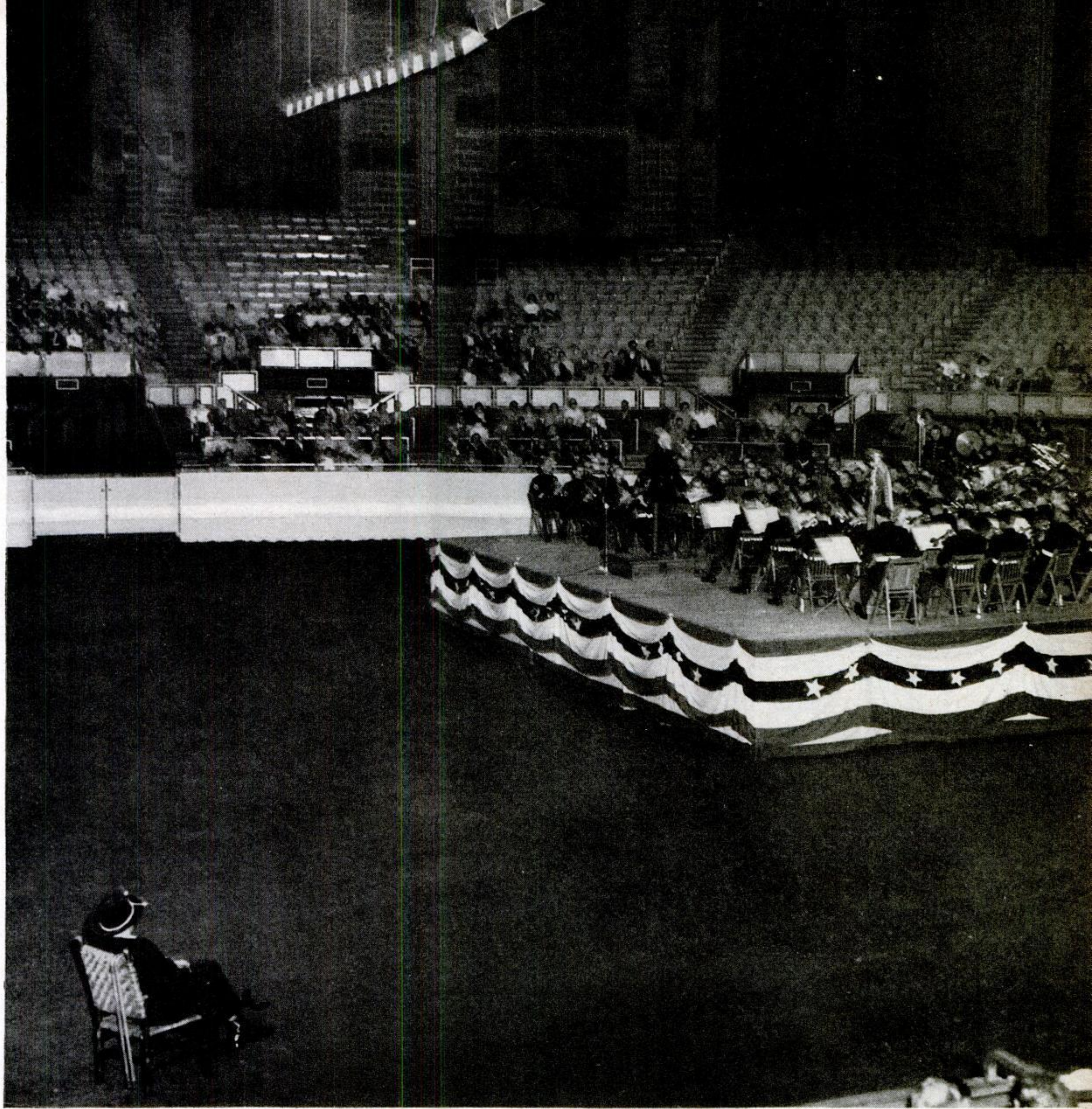
The "dollar shortage" is a symptom—but not a cause—of Britain's difficulty in finding its new place. And Britain is not alone: after a year of ECA most of Western Europe still has the same trouble, and it is getting worse, not better. Trade within Europe is doing well. Prosperity grows. Yet the so-called "dollar gaps" increase, and no conceivable amount of direct ECA relief will close them.

Here is a clue to the proper line of U.S. action. ECA in its first year rightly put most of its money into the direct supply of needed dollar goods. Western Europe acquired hope and vigor, Communism was turned back. But the inability of ECA beneficiaries to earn enough dollars directly or to buy enough with their own currencies persists. Recognizing this, ECA now finances a very limited system of guarantees whereby small amounts of the profits earned by European traders in European currencies can be converted into dollars. As we have previously said, we believe that this system should be improved and extended; that this, rather than continued emphasis on commodity relief, is the right road for the final years of ECA. Somewhat the same approach on a judicious scale might

be especially useful with the British. On its own or through the International Monetary Fund the U.S. might assist in guaranteeing the conversion into dollars of an agreed proportion of the pounds Britain earns in its normal trade. In return the British might be asked to end the official fiction that the pound is worth \$4.03 and bring it down a notch or two.

Such proposals seem small in comparison with the gravity of British collapse. They seem downright picayune when Britain's place as an ally in the struggle against Communism is considered. Well, they are picayune, and so are the official ideas to be taken into conference this week—encourage better British selling in dollar markets, perhaps tinker with tariffs, step up U.S. purchases of British rubber, tin, etc. and continue to recognize that Britain's dollar troubles are U.S. troubles too. For once we applaud the modest approach. Although the conflict with Soviet Russia restrains the natural processes of transition at every turn there are times when the paralyzing demands of the cold war must be set aside. This is one of the times. Else Britain will not bring itself to work the painful but necessary reforms in its own economy and outlook that must be achieved. Else, too, the "Britain must be saved" school will come up with another inconclusive dose of dollars, effective solutions will again be delayed, and Britain in the end will be the loser.

We have indicated the kind of approach which looks most promising to us. But our trust—our hope for a solution of Britain's difficulties, among others—really rests upon a belief. We believe that the new world of the 20th Century can be a good and well-ordered world.



AT A CONCERT GIVEN BY THE U.S. MARINE BAND DURING THE ENCAMPMENT FOR THE G.A.R., ONLY ONE LONE MEMBER, COMMANDER PENLAND, IS ABLE TO MAKE IT

TIME'S TOLL

Only one of six G.A.R. delegates can go to concert

Eighty-three years ago 288 young men gathered in Indianapolis, Ind. to hold the first encampment of the Grand Army of the Republic and set about organizing the 1,890,000 union veterans of the Civil War. Last week the G.A.R. was back in Indianapolis. This time there were six members, representing 17 living members. Some were nearly blind or deaf. Only one could walk more than a few steps. They were trundled about like precious China figurines. Finally the six men voted to make this the last encampment and a motorcade carried them slowly through the city to the tune of "Mine eyes have seen the glory. . . ."



THE SIX able to attend are (left to right) Theodore Penland, 100; Charles Chappel, 102; Albert Woolson, 102; Joseph Clovese, 105; Robert Barrett, 102; James Hard, 108.

LIFE

CONGRATULATES....



FRANK LEAHY

Notre Dame's fast-thinking coach came home from opening day of football practice last week just in time to help his wife into the bedroom and deliver her of their sixth child while the lights were out due to

an electrical storm. When the doctor finally got there he announced, "Mr. Leahy did a fine job." Asked whether the new arrival was a boy or a girl, Leahy, who already has three boys, said, "It's a fullback—I think."



GEORGE N. CRAIG

A 40-year-old Indiana lawyer, he last week became the first World War II veteran to be elected commander of the American Legion. Craig served as a lieutenant colonel in George Patton's colorful Third Army.



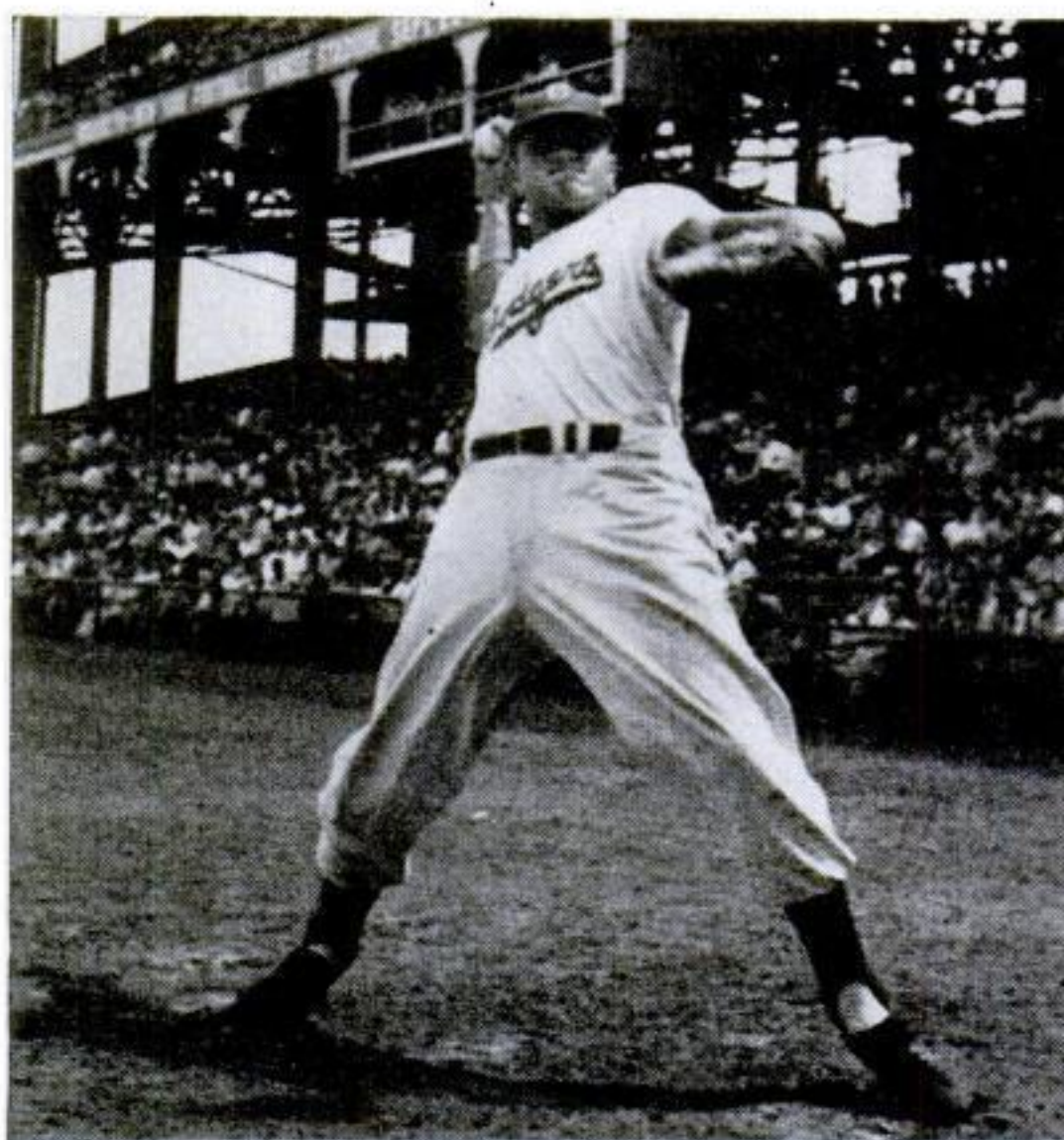
FRANKLIN D. ROOSEVELT JR.

He took advantage of the vacation that the House allowed itself to marry New York socialite Suzanne Perrin in a small wedding in her apartment. The marriage was his second (first: Ethel du Pont), her first.



ROSE MARIE DIONNE

She overshadowed her famous quintuplet sisters for the first time last week by announcing her engagement and smiled prettily for a rare picture. The bridegroom-to-be: Maurice Girouard. The wedding date: Sept. 5 in Corbeil, Canada. Rose Marie is 21; the quints are now 15.



DON NEWCOMBE

The Dodgers' big rookie was looking bigger and bigger. With his team fighting to take the National League lead from the St. Louis Cardinals, he pitched his third consecutive shutout victory (Dodgers 8, Giants 0), his 30th straight scoreless inning. His record of games won: 14.



SID MCMATH

Arkansas' governor hit the trail in an "education caravan" to help get popular support for better schools in his state. Holding a prop (above), he assured a Berryville audience that even though Arkansas ranks 47th in education, its schools are out of the kerosene-lamp era.

Distinguish Yourself

in 2 flavors



Milk is all you add to the 2 new

Pillsbury CAKE MIXES

WHITE CAKE MIX...CHOCOLATE FUDGE CAKE MIX

They'll think you slipped off and went to cooking school when you bake them triumphant cakes like these. And you merely add milk to the new Pillsbury Cake Mixes! Everything else you need comes right in the package. In these mixes you get finest ingredients (special cake flour, shortening, eggs, sugar). Everything is blended together, completely and perfectly, to give you the same fine results every time you bake. No "halfway" mix, which lacks eggs and other ingredients, can possibly have the absolute uniformity that assures a perfect cake or can equal the speed and convenience of these two Pillsbury mixes.

*You and Ann Pillsbury
can make a great team*

Ann Pillsbury has developed these new cake mixes in her kitchen to save you time in your kitchen, and give you perfect results every time.



SO VERSATILE! This white cake mix is marvelous for spice and yellow cakes, too. Both mixes make lavish layer or handy loaf cakes. Easy recipes on package.



3 Original Rogers Silverplated Teaspoons. Exclusive Lady Ann pattern—only 50¢ and 6 coupon values. Send to Pillsbury, Box 150, Minneapolis, Minn. Write for free booklet on Pillsbury Premium Plan. Savings up to 50% on complete Silverware Service and other valuable articles. Extra-value coupon with each Pillsbury package.





A Manhattan practically labels itself...

... when you make it with Paul Jones. Each sip clearly says—"Here's the whiskey that's first of all for flavor." You'll add: "It's first of all for value, too!"

Paul Jones
FIRST OF ALL... FOR FLAVOR!



FINE BLENDED WHISKEY. 86 Proof. 72½% grain neutral spirits. Frankfort Distillers Corp., New York.

THE GLOOMY DIARY OF A RUSSIAN DESERTER

Anatoly Barsov, who quit the Red air force in 1948, goes back, leaving a narrative and a diatribe behind

On Oct. 9, 1948 two Russian air force lieutenants landed their plane at Linz in the U.S. zone of Austria. They were young men—Piotr Pirogov was 28, Anatoly Barsov, 31—and they had a strange, seemingly naive story. "We have been listening to the Voice of America broadcasts," they said, "and we have been won over. We want to go to the U.S. to visit the great state of Virginia." In due time they got their wish.

Pirogov from the outset appeared as the leader. He smiled often, learned English faster than Barsov, seemed to exercise a subtle domination over him. As the months passed Barsov became increasingly morose, almost jealous. In Russia he had had family trouble, had been disciplined by superiors in the air force for excessive drinking. In the U.S. these things still preyed on his mind. He kept a diary in which all his gloom emerged. Later he wrote something else—a wild and bitter diatribe.

On July 28 Barsov contacted the Soviet embassy in Washington and said he wanted to go home. American agents who had been shadowing him then seized him and sent him to Austria, where on August 31 he again got his wish. Behind him in a cheap hotel he left his documents. These were found by a TIME-LIFE correspondent, who turned them over to the State Department. Herewith, omitting the repetitious and uninteresting passages, LIFE presents the first translation of Barsov's papers—the story of an extremely confused and pathetic man.



BARSOV IS SHORT, HUSKY, SANDY-HAIRED. HIS FACE IS PITTED BY SMALL POX

OCTOBER 9, 1948. At 6:30 p.m. we landed at the airfield of Linz. We had supper, then talked to the general. At 8 arrived at police quarters.

OCTOBER 10. Had canned food, and left by automobile for Kirgdorf.

OCTOBER 11. We played cards, "Otchko" and "Naval Battle." Tormented by the unknown future.

OCTOBER 12. At 11 o'clock demands of the high commissioner to testify on secret data about the Soviet Union. Our refusal to talk with them. Later I was given vodka and drank until I got dizzy, then I fell asleep.

Apparently Barsov then decided that since he had burned his bridges behind him, he had little reason to remain silent. On Oct. 14 he wrote "I began to give all data." For the next several days he answered questions, and then, with Pirogov, settled down to await the decision of U.S. officials as to whether he should be sent to the U.S.

OCTOBER 22. Inhuman waiting and talking.

OCTOBER 24. An attempt to learn the English language. There were no results.

OCTOBER 27. In the evening we listened to the Voice of America about ourselves.

NOVEMBER 1. Heavy, depressing thoughts. Quarreled with Pirogov.

NOVEMBER 2. Consequences of quarrel. We did not talk.

For the next two months, the lieutenants waited for the decision. Barsov's diary skipped many days. Occasionally he would write a melancholy phrase—"Gloomy life and the study of English," "There was a heavy drinking session." Gradually the entries referring to liquor became more numerous. He was well treated, had no discomforts but became increasingly depressed.

JANUARY 11. Nasty mood. Could not do anything.

JANUARY 14. In the morning I made an attempt to study but had to stop it. Not in the mood. We listened to the radio while lying in bed.

JANUARY 15. Last night did not sleep for a long time. In five hours of sleep had a lot of delirium, saw my son (he was very glad to see me back), and my dreams—wept a lot, but how did I, as I do not know how to weep? In the morning we were busy with studying and around noon we were informed we would not leave right away although we are already completely ready to leave. I don't know what to do. I am dominated by hypochondria.

JANUARY 16. Slept well during the night. Planned my studies, but the time until luncheon was spent talking. The talk was about religion and the attitude of different people toward it, also about children's pranks and punishments. Toward evening there appeared a burning desire to drink.

JANUARY 17. Last night went to sleep at 3 a.m. We were telling each other folklore stories about supernatural forces. The last one was my story from Gogol's *Viy*. In the morning we were informed we cannot leave until January 20 because of the day of the christening [sic] of President Truman and that important people would arrive in the U.S.

JANUARY 18. Arrived at a discussion of complete nonsense and talked of the possibilities of war. In the evening after having listened to the Voice of America, Spain and the BBC, we were convinced it would start soon.

JANUARY 19. Magazines in which I am interested: *Strout*, *Money Making*, *Groves Farms*, *Ranches*, the *Farm Quarterly*.

The relationship between Pirogov and Barsov is never clear. At times Barsov seems to resent Pirogov, the more dominant personality. Barsov's hypochondria grows worse.

JANUARY 20. Studied English and persuaded Hesen to buy us a bottle of schnapps, which is an abso-



IN RUSSIAN UNIFORM, Pirogov (left) and Barsov answer questions in U.S. zone shortly after their arrival.



After years of studying the human mouth in anti-decay research, scientists developed the exclusive Amm-i-dent formula, with more anti-decay (ammonia-releasing) ingredients than any other toothpaste . . . now

Genuine Amm-i-dent Ammoniated Toothpaste

IS HERE TO REDUCE TOOTH DECAY!



- ① **CLEANS SUPERBLY**
and fights tooth decay!
- ② **CHECKS BAD BREATH**
and fights tooth decay!
- ③ **TASTES DELIGHTFUL**
and fights tooth decay!

More dentists recommend Amm-i-dent Toothpaste than any other ammoniated toothpaste.



Amm-i-dent is the Trade Mark of Amm-i-dent, Inc., 12 High Street, Jersey City 6, N. J.



AT AIRPORT in Washington fliers get glad hand. They complained constantly of "badgering" by reporters.



A SHOESHINE in Richmond gave Barsov chance to see his first Negro. He stared at him with deep fascination.

Russian Deserter CONTINUED

lute necessity, because everything was talked over between us, and he is as much fed up with me as I with him.

JANUARY 23. This vice of men, bureaucracy, oppresses us already for the fourth month.

JANUARY 24. Last week I felt that my heart has irregular pulsations. After having felt my pulse, Pirogov confirms this.

JANUARY 28. As always, haughty [Pirogov], to the point of stupidity, insulted me repeatedly. I did not remain in debt. We did not talk.

JANUARY 29. Pirogov is now playing solitaire, in other words, tells our fortune by the cards. He is looking for the "x" when we shall leave. I am watching. Our mood has become better.

JANUARY 30. We answered questions [from newspapermen]. Do we feel joy? Have we seen Stalin's son? Is Stalin in seclusion? How did Zhdanov die?

FEBRUARY 1. Had a talk with Pirogov on the present international situation and prognostics about the future in two variations. First, war in the near future, victory of America. Then, war in three to five years, dictatorship of Communism in the whole world.

At last on February 2 Barsov and Pirogov began their flight to the U.S. Barsov thought the plane, a C-54, "extremely convenient and comfortable. I looked over the cabin: an amazing convenience in the armature and the instruments. The plane is directed accurately."

FEBRUARY 4. We landed in Washington. We were met by 80 to 100 people. A speech by Pirogov in front of the microphone.

FEBRUARY 5. We went to Richmond. We saw a monument to George Washington. He was on horseback on a pedestal on which stand the subsequent presidents. We went to two stores. The stores are piled up with various goods. Then we went to Lynchburg. After that we visited a school where we looked at a game of basketball. I forgot to mention that we looked at the Natural Bridge and the initials carved on it by G. Washington. Besides this, today's quarrel with Pirogov made clear my dependency upon him. But . . .!

FEBRUARY 6. Got up late and left again for a little village where there



CAPITALIST GADGETS, from ice cream cones to iceboxes, aroused little comment. He suspected they were window dressing, not for the masses.



CAPITALIST BREAKFAST, complete with pillow for his back and ice to cool his fruit juice, did not impress Barsov as much as lunch on a farm.



COMPOSING ROOM of Richmond *Times-Dispatch* impressed him: "The work here can undergo no criticism."



TRACTOR on farm of an American-born Russian in Virginia seemed the height of opulence to visitor Barsov.

is a woman's college [Sweet Briar]. I met a professor and his daughter. I had an opportunity to talk to him very little. Pirogov attacked him. I talked more with the girls, and his daughter was the interpreter. Her father gave the advice that I should buy a suit, because here people are judged according to their clothes.

FEBRUARY 7. We went to the Russian colony in Yale, Virginia, where I met Russian muzhiks [peasants]. Seventeen families live there. They are living in comfortable farmhouses. Most of them left Russia in 1912-13, have children who already do not know Russian. Religion is flourishing. They all look much younger than their ages. We inspected their farms. They are cultivating peanuts, cotton and their income is very big. The lunch (Russian food) pleased me very much.

Here Barsov began to melt slightly. The goods in the stores in Richmond had not impressed him, because he had seen similar displays in Russia, and suspected that, as in Russia, the goods could not be purchased. But it was plain that the American-born Russians he had seen were well-off and actually owned the things he saw in their houses.

FEBRUARY 8. After luncheon we left for a little place, Monticello. This building was erected in the architectural style of Jefferson [sic]. Now this building is a museum. In the hall is his clock, which he invented. His rooms with a cot which can be lifted to the second floor. After that the university of Jefferson [The University of Virginia]. We met Russian people, visited the observatory where Professor Visotzky, former Russian sub-lieutenant, showed us the moon in a telescope.

FEBRUARY 9. Trip into the cities of the mountain areas. The sights on this road are one more beautiful than the other.

FEBRUARY 10. The farm of Rae Giersdorf, Warrenton, Virginia. The manager is a woman and the business is handled very well. There are 3,400 acres of land. There are eight steady workers, who have their own houses and pieces of land, and each one a cow.

FEBRUARY 16. After breakfast we left for New York. At the Henry Hudson Hotel, where Pirogov hired an agent [to sell articles about his impressions of the U.S., which he is writing]. At 7:30 we went to the ice hall. Group dance on skates.

FEBRUARY 18. Left with a representative of the Ford factory to visit the factory. We inspected all the assembly lines, we admired the automati-

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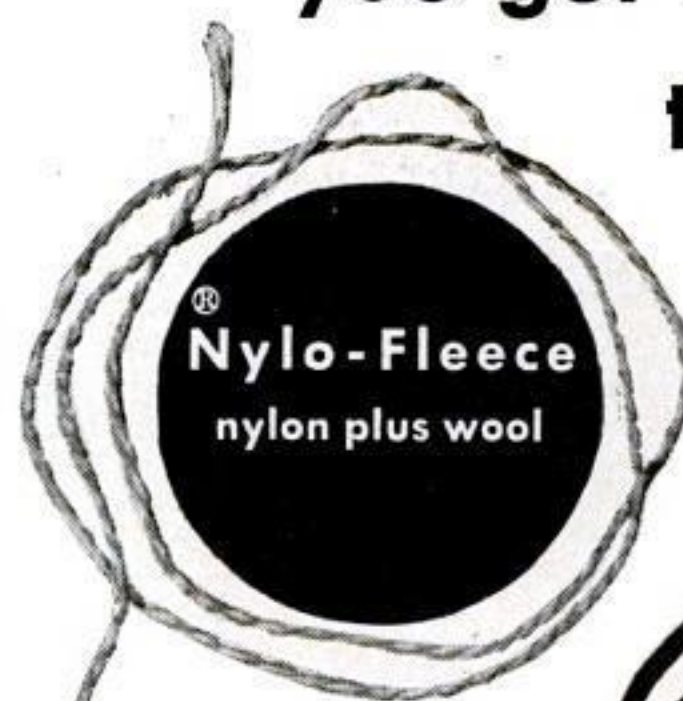


AT SWEET BRIAR, where he found the girls "extremely polite," Barsov opened up, smiled and spent an afternoon "talking about various trifles."



AT BASKETBALL GAME Pirogov (left) grinned and applauded. Barsov looked gloomy. He wrote, "The team I suffered [rooted] for won the game."

you get the finest yarns ...
the finest tailoring
in sweaters by



Jantzen



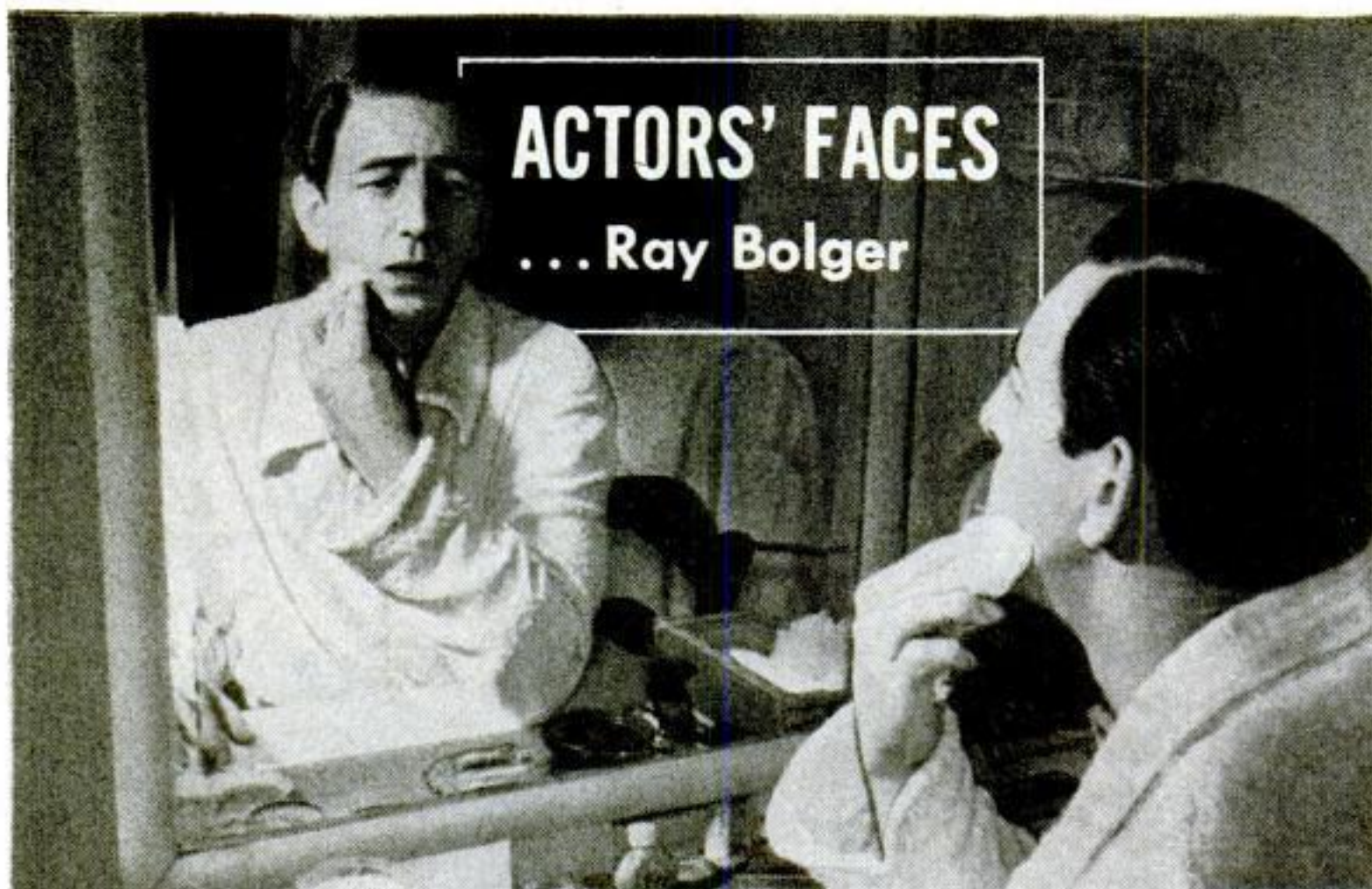
"favorite"
the perfect pullover in
Jantzen-spun Nyllo-Fleece,
twelve marvelous colors 7.95
matching cardigan 11.95

"panther"...Jantzen-spun
Weatherknit...with special
action-cut sleeves 10.95



you get Jantzen-spun Nyllo-Fleece,
marvelous new sweater yarn with
all the advantages of nylon and all
the advantages of wool... meaning it's
easily washable, quick-drying, long-wearing, yet soft,
fine, warm and really luxurious. You get Jantzen-spun "Weatherknit",
a sturdy, long-fibred imported 100% virgin worsted wool, warm
and long-wearing in exciting patterns to spark the college scene.
You get perfect fit, marvelous special-for-Jantzen colors, wonderful
value and the real satisfaction of having the best... at most stores.

JANTZEN KNITTING MILLS, INC., PORTLAND 14, OREGON... AND BRANCH PLANTS ALL OVER THE WORLD



Actors' faces are extra-sensitive

THAT'S WHY RAY BOLGER SHAVES WITH SOOTHING WILLIAMS

"Removing heavy stage make-up keeps my face sensitive," says Ray Bolger, famous Broadway star shown here in his dressing room. "But getting close, comfortable shaves is no problem since I started using Williams Shaving Cream. It's easy on the skin—never irritates."

Close, easy shaves

Williams is made from top-quality ingredients, blended as precisely as a doctor's prescription. In Williams you enjoy the benefits of over 100 years' experience. Its whisker-wilting lather soaks

wiry beards *completely* limp—lets you shave quickly and cleanly. Get a tube of Williams today.

If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier and richer Williams Brushless Cream.



Wide-awake woolgathering

Did you notice the Hart Schaffner & Marx advertisement on another page? The man is wearing a suit of Pan American fabric...and thereby hangs a tale.

A few years ago some Hart Schaffner & Marx experts were exploring fibre possibilities below the Equator. They mixed soft, silky Corriente wools from Argentina with strong Punta wools from Chile.

When these wools were loomed in the mills of New England, the result was a rich Shetland-type cloth that is unique. On the surface, luxuriously soft. Underneath, tough. It is very comfortable to wear and quickly acquires that easy-going, mellow look that is so flattering.

These Pan American suits are very versatile, as popular in the conference room as on the campus. You'll find them wherever Hart Schaffner & Marx clothes are sold...that is to say, in the finest men's stores from coast to coast.

Russian Deserter CONTINUED

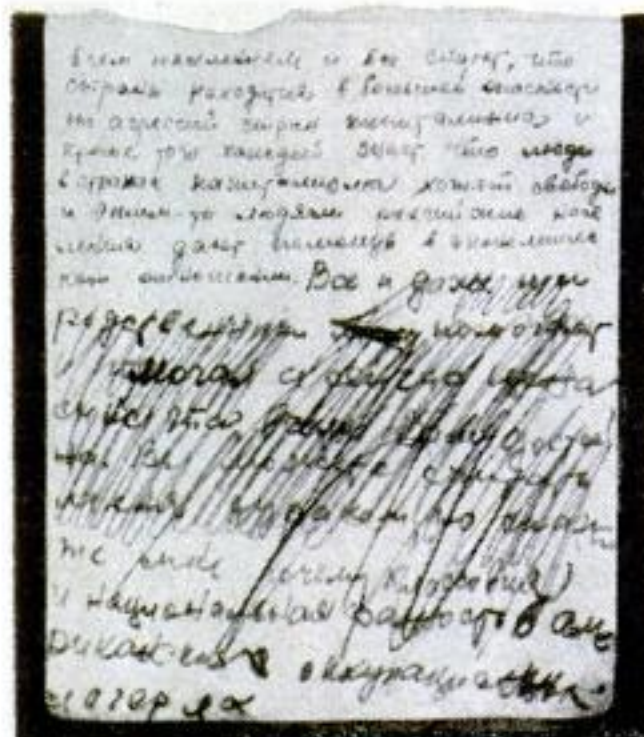
zation and the quickness of all the jobs accomplished by the workers until the finished automobile is ready to leave the factory. Then we inspected the Statue of Liberty. We went up in the elevator to the heels of the woman and then through a winding staircase until the crown on her head.

FEBRUARY 21. We were put at the disposal of radio television. The whole day we were trained in transmission. I am represented in the part of a little fool and I have four sentences in the Russian text. Pirogov is lead-

ing in substance, everything also in the English text. At the beginning my pride was hurt, but thinking it over, I arrived at the conclusion that maybe it is for the better, because he pushes himself forward and it is that pushing forward that the Americans have to see.

FEBRUARY 22. Starting at 11:30 we trained again at the radio station and I bought whisky. I had several shots of whisky.

FEBRUARY 25. Pirogov left to work with a representative of the State Department. I studied a bit of English. At one o'clock I left and talked until six, whereupon drank whisky and went to a bar where I met a cowboy from Texas.



BARSOV'S DIATRIBE, written in book that held his diary, has crossed out sections which show his struggle to achieve cadence of the party line.

On February 27, the diary ends. It is followed by a few notes, including a list of apparel Barsov apparently intended to acquire—"Shirts, 10; shorts, 7; towels, 6; fine towels, 1; ties, 7; socks, 6 pairs; drawers, 8; summer sporting vests, 4." Then begins a vitriolic, confused blast which is in Barsov's handwriting but which is completely different from anything he had previously written. It raises the question: was it written under duress?

"The working class has its Communist party and now is struggling desperately to establish the power of the people. One wishes to shout to the whole world: What mud there is here [in the U.S.]. What a lie is here. What a bureaucracy. What a craving toward making money.

"From appearance, all those squalid houses scattered over the fields. This apparently refers to the Russian colony and the farms of Virginia, which Barsov had admired], the pitifully poor clothing and the emaciated faces eloquently point to their grim life.

"I was born in a working family and received the due socialistic education. I do not resent my government and my people. On the contrary I am proud. . . .

"There was another aspect that pushed me on that road [the journey to the U.S.]. I do not love my wife, but I was terribly jealous of her. She committed some foolish things. . . . The important reason was that I was not lucky in the army. Some small things like arguing with the brass and drinking on duty. It held back my advancement. . . .

"Now I have to be destroyed if I shall not be corrected by the labor camps. I am ashamed to look into the eyes of the workers of Russia because I have destroyed myself."

On Aug. 31, before Barsov was turned over to the Russians in Austria, American military police asked him why he wanted to return. He constantly replied, "I am Russian. I belong there." When asked if he knew what would happen after he returned, he merely shrugged his shoulders and said, "I am only a little fellow. No one cares about me." It was a quiet, foggy afternoon. The soldiers spoke softly and with strained politeness. At the last an American said, "Have you any final statement to make?" Barsov shook his head. He never made a reference to the documents he had left behind. It seemed likely that the first, the diary, was simply a record of how he felt and what he saw. The diatribe may have been Barsov's last desperate effort to save himself. If copies of it were to fall into the hands of Russians or come to their attention after being made public—as Barsov was sure would happen—the Russians might think that he had suffered a change of heart and returned to the fold. In that case Barsov might hope for a few years in a labor camp, as he indicated, instead of a quick brutal death.



PIOTR PIROGOV, after Barsov's departure, announces that both had been threatened by Red agents. He firmly declared that he will stay here.

For a **TREAT** instead of a **TREATMENT**...
smoke

Old Gold

Old Gold has been taught by nearly 200 years of tobacco know-how.

Esterbrook FOUNTAIN

Let You Choose

For the Way

TO SELECT OR REPLACE
... HERE'S ALL YOU DO



GENERAL
WRITING



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MUSIC AND
BOLD SIGNATURES

*The
Standard
Series*
\$2.00 and up

SLIGHTLY HIGHER IN CANADA

THE WORLD'S LARGEST
VARIETY OF POINT STYLES

{ All Points Interchangeable }
{ Most-Popular Styles Shown }

PENS

the Right Point You Write . . .

An Esterbrook Fountain Pen gives you the world's largest variety of points to choose from . . . from extra fine to extra broad . . . from flexible to rigid. There are special points, too, for shorthand, accounting, making carbons and *every other writing job*, even music writing! Choose the point that's right for *you* . . . and fit it into the Esterbrook Fountain Pen barrel yourself!



*The
Deluxe
Series*
\$3.00 and up



RENEW-POINTS 35c AND 85c

SLIGHTLY HIGHER IN CANADA

In case of damage you can replace your favorite numbered point yourself—instantly—at any pen counter!

Esterbrook

PUSH-PENCIL

JUST PUSH THE TOP
TO FEED THE LEAD



MATCHED PEN AND PENCIL SETS

\$4.00 and up



Match your favorite Esterbrook Fountain Pen with a famous Esterbrook Push-Pencil. A push on the top feeds the lead as needed. Holds two feet of lead. Writes for months without reloading. Lead never wobbles, never jams. Push-Pencils \$2.00 and up.

Esterbrook
Fountain Pen

IF IT'S FLAVOR YOU'RE HUNTING—Hunt- for the best

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREON



America's finest-flavored tomato sauce — because it's Kettle-simmered

STUFFED PEPPERS Hunt Style

What an *extra*-delicious treat hash becomes when you serve it *this way*... blended with the rich, all-tomato flavor of Hunt's Tomato Sauce. Get Hunt's Tomato Sauce and try it!

- 2 green peppers
- 1 (1 lb.) can hash... or 2 cups homemade hash mixture
- 3 tbsp. fine dry bread crumbs
- 1 tsp. horseradish

2 cans **HUNT'S TOMATO SAUCE**

Halve peppers lengthwise, remove seeds, boil in salted water 5 minutes. Remove and drain. Mix hash, crumbs, horseradish; fill peppers. Pour the Hunt's Tomato Sauce (Hunt's is the *Kettle-simmered* cooking sauce) into greased shallow baking dish. Place peppers in sauce. Bake in hot oven (400°) 30 minutes or till brown. Five minutes before removing, baste with the delicious sauce for wonderful, wonderful flavor. Serves 4.

Hunt's Tomato Sauce is pure, rich tomato—*Kettle-simmered* with fine seasonings and spice. No starchy fillers! Yet it costs you but a few cents—much less than a can of soup. Simply cook it into your favorite recipes: meat loaf, stew, soups, casseroles, spaghetti, sauces. Get some right away!

for Breakfast or Dessert...

HUNT'S HEAVENLY PEACHES

at down-
to-earth
prices!



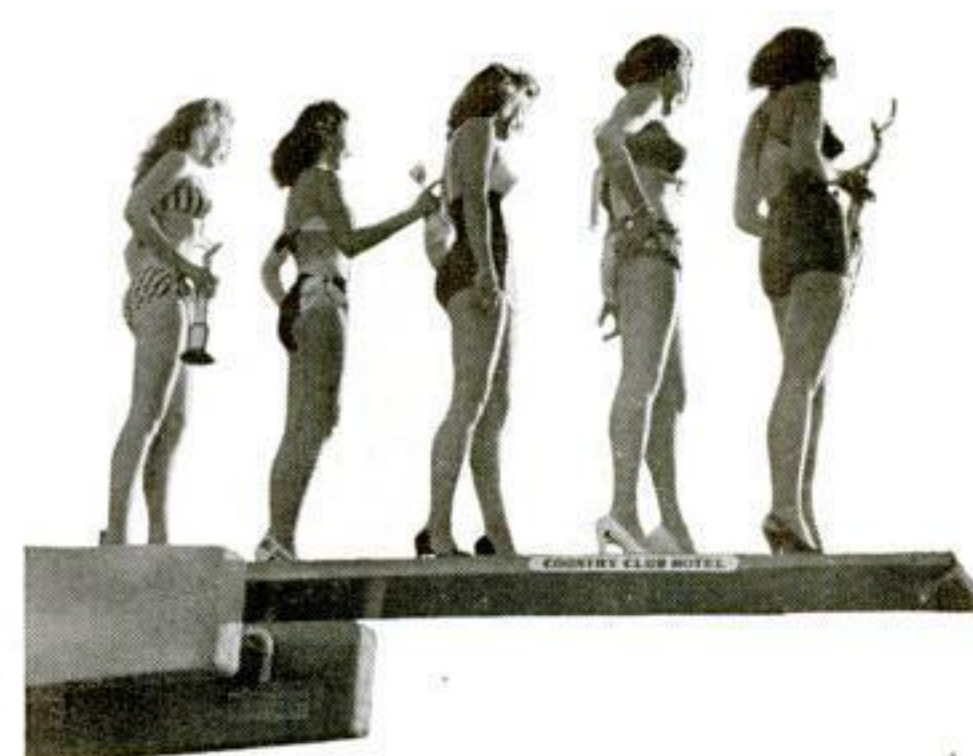
Hunt Foods, Inc., Los Angeles, California





STRIPES OF PUTTY-COLORED FLESH, shielded from sun by orthodox suits, are revealed by Bikini. No

model got closer than this to water, each having deduced what would happen if her suit got the least bit damp.



THE TROUBLE WITH THE BIKINI

It is "introduced" to Hollywood
but the idea develops some flaws

According to folklore, snakes do not die until sundown no matter how grievously wounded. This is also true of Hollywood press agents. As the long, harrowing summer drew to an end they put on a benefit show for the Lou Costello Youth Foundation at the Country Club Hotel. The *pièce de résistance* was, the press agents said, "the mass introduction of the French bathing suit (the Bikini) to America." They were a little late on this, but like an autopsy, the display did serve a purpose. Rarely has a gallery of pictures (*left and next page*) been assembled which shows so clearly what was wrong with an idea.

There were 18 uneasy models and 13 judges (including television's potentate Milton Berle and the Shrine's potentate Harold Lloyd) who paraded around with the girls. Each girl wore, or coped with, a Bikini, and every third one was awarded a title, like "Miss Redhead," "Miss Brunette" or "Miss Stardust." After an afternoon of hitching up their brassieres, pulling down panties and holding their breath for enormous periods, some of the girls also got gift awards. These were largely ironies, including a new set of an encyclopedia and, as the greatest irony of all, a free pass to the hotel's swimming pool.

Bostonians

*because quality is
there for extra wear!*



***Kiltie Scotch** Back to
classrooms or back to business . . .
you'll like hearty, Kiltie grain
that puts your feet in season. You'll
like the foot-matching fit, the
down-to-earth ease of these
extra long-wearing Bostonians.
Bostonians start at \$13.95*

Bostonians

of Whitman Massachusetts

Bikinis CONTINUED



TOP FALLS DOWN at slightest provocation, such as exhaling. While making repairs wearer stares off into the distance, hoping others will look there too.



BOTTOMS RIDE UP, making already revolting condition even worse.



THEY RIDE DOWN too, as in this rear view, show unattractive areas.



ABDOMINAL SCARS are revealed. This has caused many women, whose surgeons have left their stomachs looking like old golf balls, to shun the suits.

GUARD AGAINST THROAT-SCRATCH

enjoy smooth smoking

PALL MALL's

greater length of fine tobaccos
travels the smoke further...

**filters the smoke
and makes it mild**

Don't let throat-scratch spoil your smoking enjoyment.

You guard against it when you smoke PALL MALL.

For PALL MALL's greater length travels the smoke further on its way to your throat—filters it naturally through PALL MALL's traditionally fine, mellow tobaccos—guards against throat-scratch.

Let your throat enjoy smooth smoking. PALL MALL's fine tobaccos give you a smoothness, mildness and satisfaction no other cigarette offers you. Ask for PALL MALL—the *longer, finer* cigarette in the distinguished red package.



Outstanding...

*and they
are mild!*

Copr., American Cigarette and Cigar Co., Inc.

PUFF BY PUFF... YOU'RE ALWAYS AHEAD

Take 5 puffs

or 10...

or 17...

when you smoke

PALL MALL



Puff by Puff 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

You're Always Ahead

Study the puff chart!

At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette—or 10, or 15, or 17—PALL MALL still gives you a longer, natural filter of fine tobaccos—guards against throat-scratch.



PRIZE STITCHERS of all ages pose with work, which won recent awards of Amateur Needlework of Today.

Needlework

AN OLD AND DISTINGUISHED ART ENJOYS A MODERN REVIVAL

The look of deep pride on the faces above may surprise those who think of needlework as something involving faded samplers on the wall. But to needleworkers like these the careful planning and the long finger-cramping hours of stitching are amply rewarded by the satisfaction of turning out their beautifully sewn works. In the past 20 years a revival of needlework has swelled the ranks of these artistic stitchers with people of both sexes and all ages from 7 (Leigh Rand, *left above*) to 90 (Mrs. Reginald de

Koven, *seated right*). It has resulted in needlework shows, an upswing in sale of needlework supplies and new books on how to embroider (*p. 73*).

Originating in China around 3,000 B.C., needlework has sometimes, as with the tapestries created during the Middle Ages, eclipsed other art forms; at other times it has been quite neglected. The recent revival has seen a trend away from simple mottoes and bucolic scenes toward realism and, for so gentle an art, some surprisingly grisly representations (*p. 70*).

"Imagine! Having Breakfast with a Bear!"



"And that's just what that man of mine used to be—a cross old bear at breakfast. Then I discovered Post-Tens and got back my angel of a husband. You see, he was tired of the same breakfast day after day. But Post-Tens gives him a choice of 7 different cereals *every* morning.

So now he can have his particular favorites—Raisin Bran and Keep-fit Bran Flakes—as often as he pleases or treat himself to a different cereal every day in the week. And, thanks to Post-Tens we learned about Post Toasties—the *better* corn flakes!"



7 CEREAL FAVORITES
10 INDIVIDUAL PACKAGES

3 Post Toasties 1 Grape-Nuts
2 Grape-Nuts Flakes 1 Raisin Bran
1 40% Bran Flakes 1 Rice Toasties
1 Nabisco Shredded Wheat

There's a
whale of a DIFFERENCE
in Corn Flakes

POST TOASTIES tops 'em all!
...so fresh...so crisp...so grand!

POST-TOASTING
makes the difference!



TIME AND AGAIN, nation-wide tests show there's a real difference in corn flakes. These tests also show that more and more people prefer Post Toasties to any other corn flakes. Yes, they agree: Post Toasties

tops 'em all. That's the difference Post-Toasting makes!

POST-TOASTING is that special process that toasts sweet golden corn right up to its absolute peak of goodness. Then the new Trip-L-Wrap

"Keep-Fresh" package keeps those delicate, thinner flakes just the way you like them—so crisp, so grand! So, ask your grocer for the large, economy-size package of Post Toasties—the *better* corn flakes—today!

A Product of
General Foods

Don't say "Corn Flakes" Say **POST TOASTIES** — the BETTER Corn Flakes!

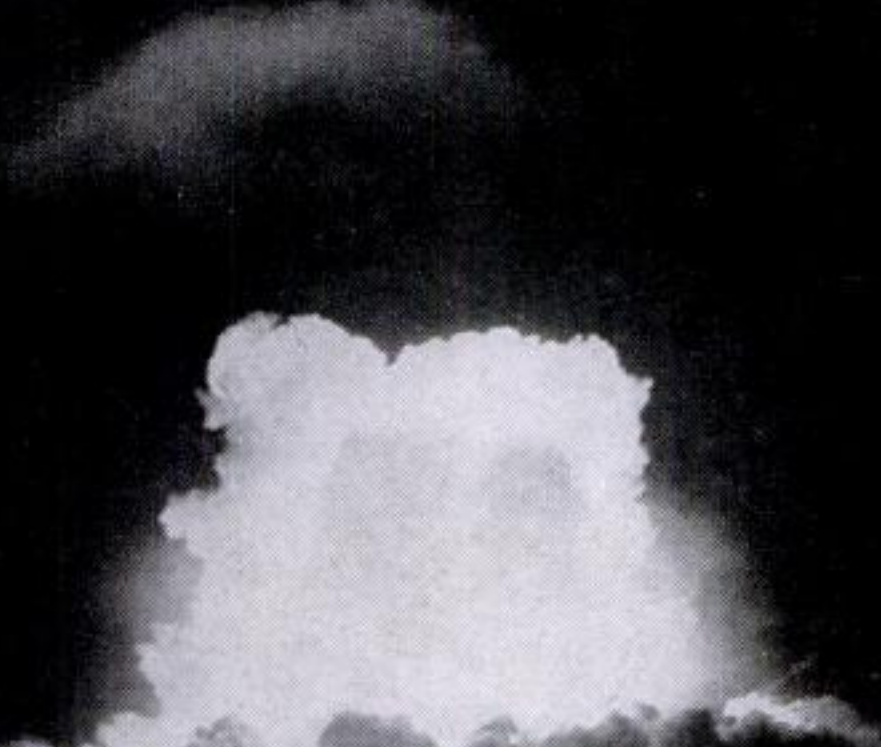




RING OF CLOUDS CONDENSES AROUND EXPLOSION



A SHOCK WAVE (DARK LINE) SPREADS OVER WATER



FIREBALL RISES THROUGH THE RADIOACTIVE DUST



LIGHTED BY GLARE OF DISTANT BLAST, OBSERVERS WATCH THROUGH DARK GLASSES OR TURN AWAY (LEFT)

BIGGEST ATOMIC EXPLOSIONS

Eniwetok tests measure effectiveness of newest, most powerful A-bombs

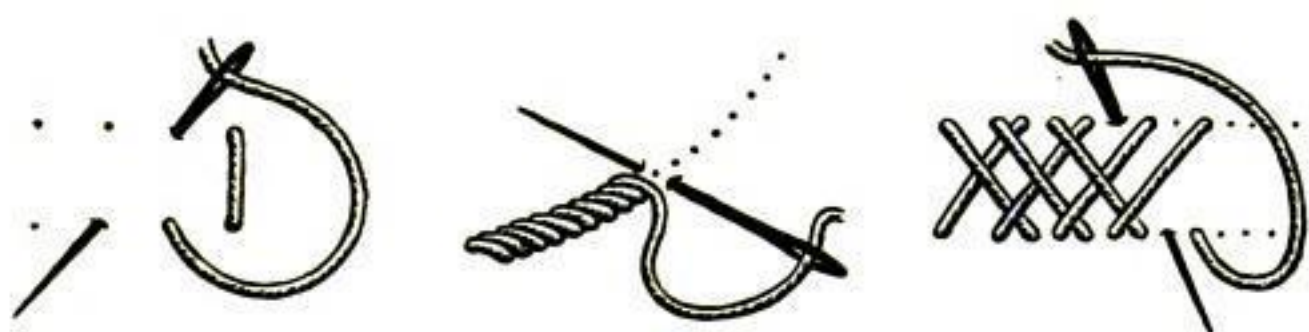
The spectacular pictures on these pages record the explosions of the most powerful atomic bombs ever set off. Released last month, the photographs were taken a year ago at the remote proving ground of the Atomic Energy Commission on Eniwetok Atoll in the Marshall Islands. There, secretly and safely, the specially organized Joint Task Force 7 carried out the first scientifically controlled series of tests on atomic weapons. The bombs were exploded in towers on a deserted island. A battery of instruments analyzed the effects of the bursts.

The main objective of JTF 7's 9,800-man team was to measure the effectiveness of three new types of A-bomb designed since the war. Unlike the cruder bombs set off at Alamogordo, Hiroshima, Nagasaki and Bikini (whose function was to explode, however inefficiently) the new weapons were designed to release the greatest possible amount of energy from their atomic explosive. Judging from the cryptic report of Lieut. General J. E. Hull, commander of the task force, they did just that. "We got our answers," he said. "We liked the answers."

WHITE-HOT GASES RISE ABOVE A SCORCHED AND SMOKING ISLAND →

SOME BASIC STITCHES

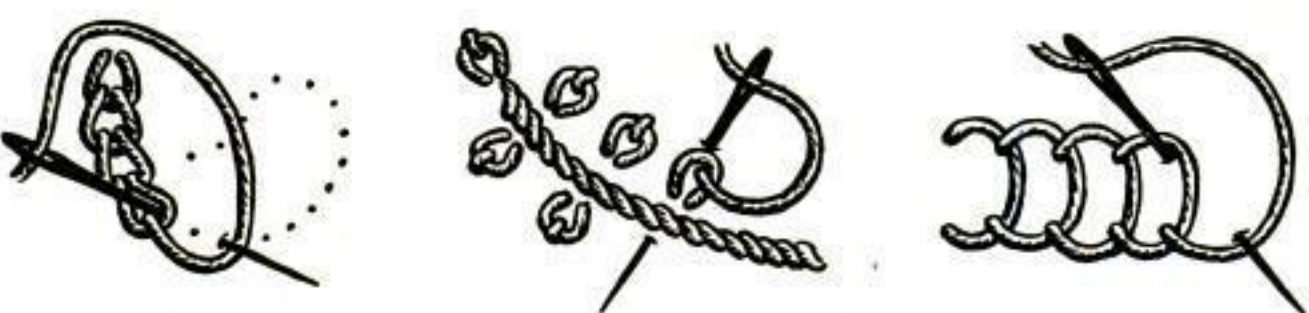
Although there are more than 150 different kinds of stitches in use among needleworkers, some of the most skillful workers use only a few and do very well with them. Mrs. Theodore Roosevelt, for example, does most of her work using only three types (the outline, the chain and the saddle stitch). Some of the more complicated ones have odd names: the railway stitch, the feather and berry, the cricket stitch, the hurdle stitch. A new and informative book on embroidery, *Adventures in Stitches* (Funk & Wagnalls, \$3.85), reduces the 150 varieties to a few basic types and shows how they are accomplished. The author, Mariska Karasz, picked out for LIFE some of the more popular stitches. These are shown below. "Any woman who can sew a fine seam," says Miss Karasz, "should within a short time develop into a painter in thread."



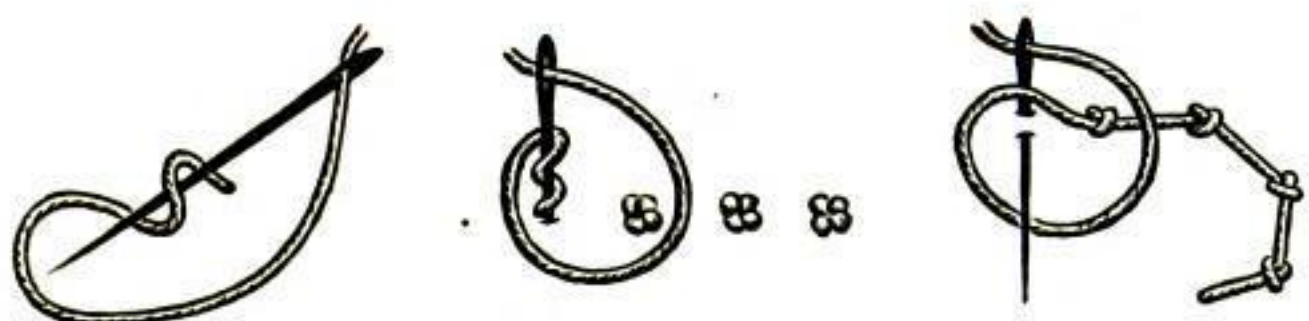
FLAT STITCHES are so-called because the thread always lies flat along the surface of the material. Starting with the basic single stitch (*left*), flat stitches can be put together to make more complicated ones like the outline stitch (*center*). To weave the basket stitch (*right*), first the lines slanting one way are stitched, then those leaning in the opposite direction are done on the way back.



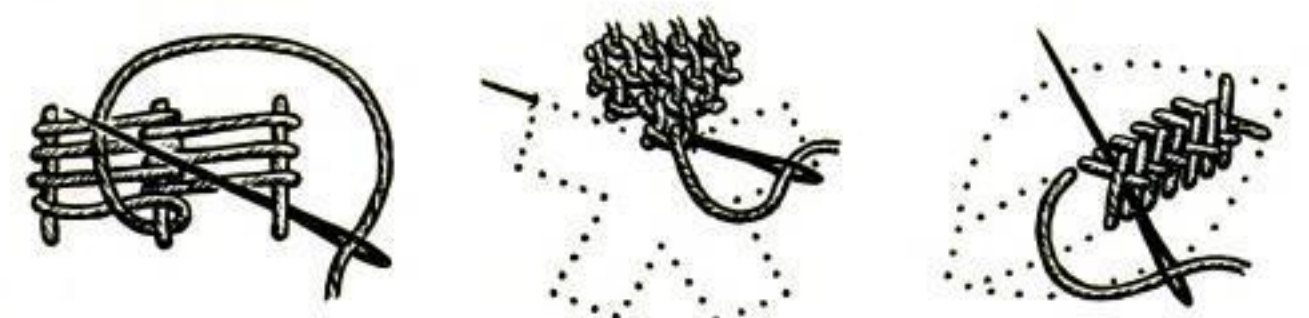
LOOPED STITCHES are flat stitches that have been pulled to one side before they are completed. The most common kind of looped stitch is the buttonhole stitch (*left*), which runs along the edge of a material. The slanted feather stitch (*center*) is useful in creating a general light, patterned effect. The Cretan stitch (*right*) is a compressed feather stitch which gives a more solid effect.



CHAINED STITCHES are looped under the needle (*left*) and then drawn to the required tightness, leaving a maximum amount of thread above material, very little under it. Detached chain stitches (*center*), shown with outline stitch, are secured with an extra little stitch at the end of loop. The open chain (*right*) is a broader kind that leaves evenly spaced stitches below the material.



KNOTTED STITCHES can be employed either singly or in a line and are often valuable as contrasts in color or texture to the simpler flat stitches. The French knot is made by curling thread around the needle (*left*) and inserting the needle back where it came from (*center*). The coral stitch (*right*) is a knot that is taken intermittently in the thread; either in a curve or a straight line.



DETACHED STITCHES are those which are tied to other stitches and detached from the background cloth. They are mostly used for bold borders or for fillers. The detached stem stitch (*left*) is a row of stitches that is laid on a foundation of single flat stitches. The detached buttonhole stitch (*center*) is often used for figures and faces. Vandyke stitch (*right*) gives a braided effect.

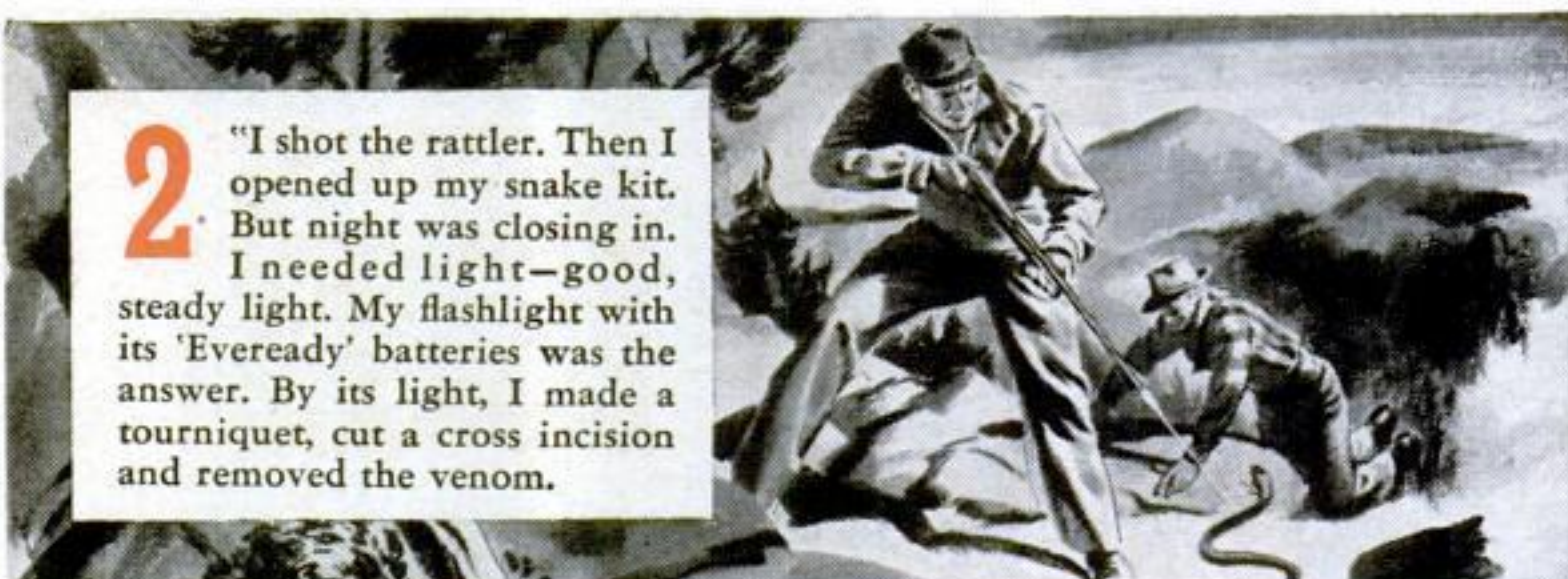


"My race for life against a Rattler's Poison!"

A true experience of WILLIAM F. COLLEY • San Diego, Calif.



1 "A piercing shriek cut the silence as I lay in wait for deer in the Laguna Mountains near San Diego. I dashed to Sam Reardon, my hunting companion. A 3½-foot rattler had dug his fangs into Sam's ankle! Twice in my own life, I'd felt the rattler's sting. I knew what to do...knew I had to act fast.



2 "I shot the rattler. Then I opened up my snake kit. But night was closing in. I needed light—good, steady light. My flashlight with its 'Eveready' batteries was the answer. By its light, I made a tourniquet, cut a cross incision and removed the venom.



3 "And those long-life 'Eveready' batteries gave plenty of bright light as I carried Sam through rugged country and flagged a car. I thank my flashlight for saving Sam's life. Now I know why 'Eveready' batteries are the batteries with 'Nine Lives'!"

THE FLASHLIGHT BATTERY WITH "NINE LIVES"!



Just as an active cat... takes a cat nap...and bounces back with new pep...

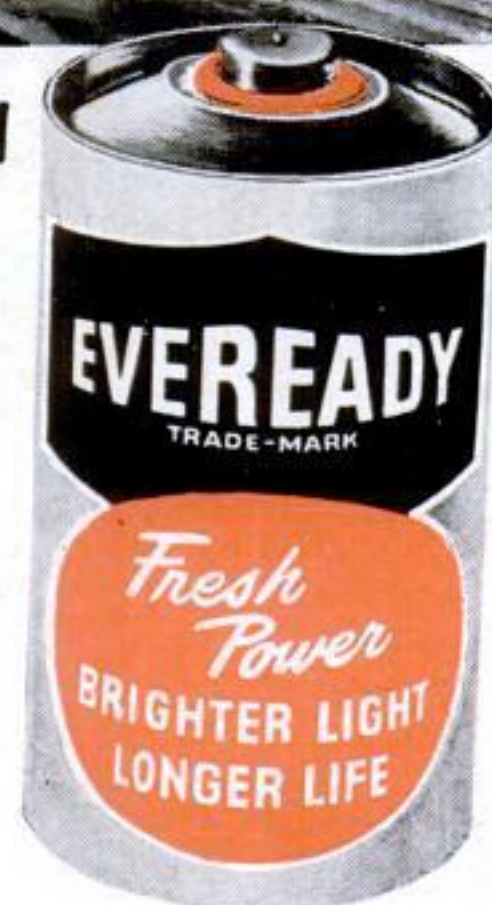


so "Eveready" flashlight batteries recover power* between uses and bounce back for extra life!



* Technical explanation: due to the electro-chemical regeneration of the depolarizer.

"Eveready," "Nine Lives," and the cat symbol are trade-marks of National Carbon Company, Inc.



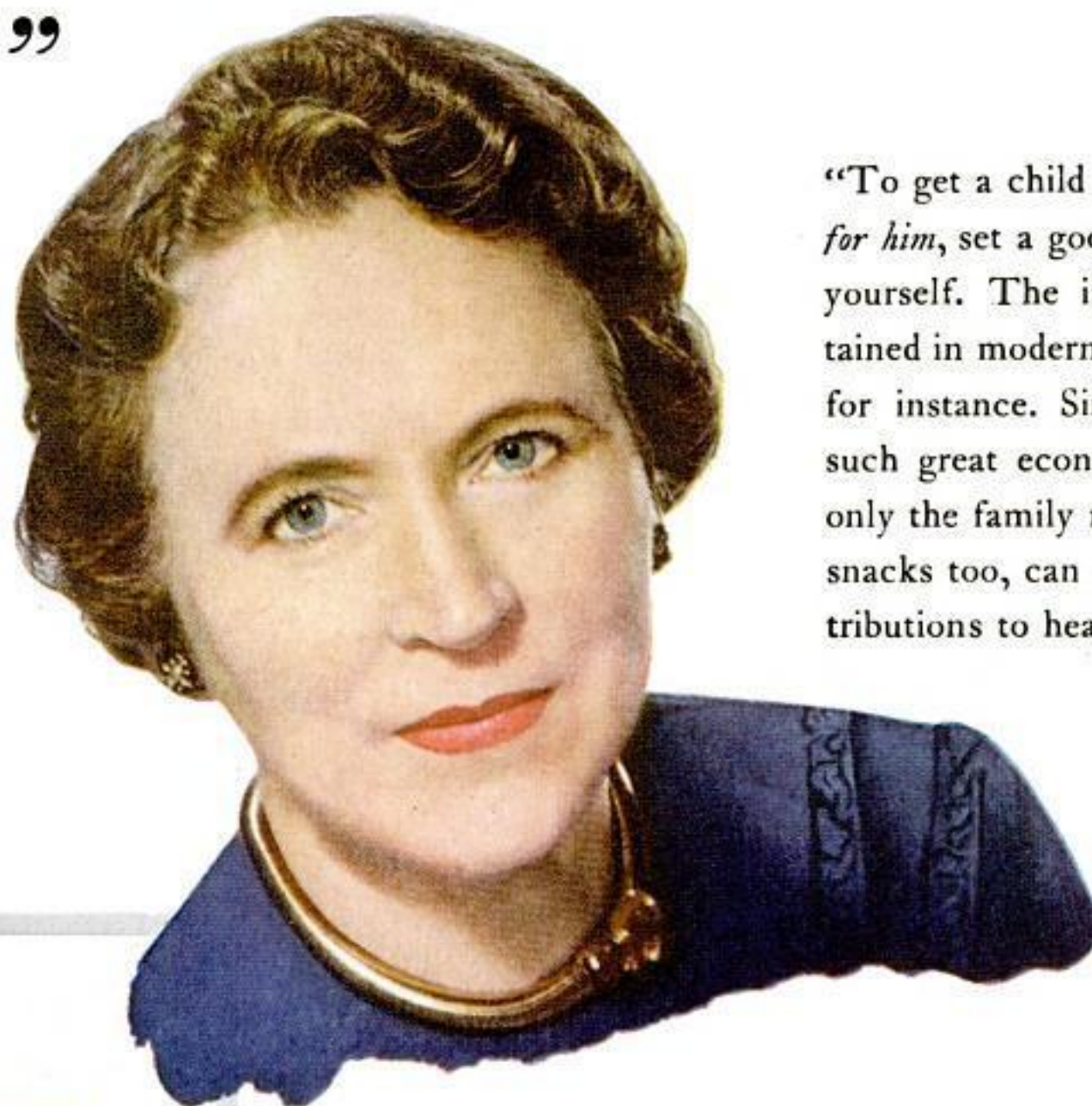
NATIONAL CARBON COMPANY, INC.
30 East 42nd Street
New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation



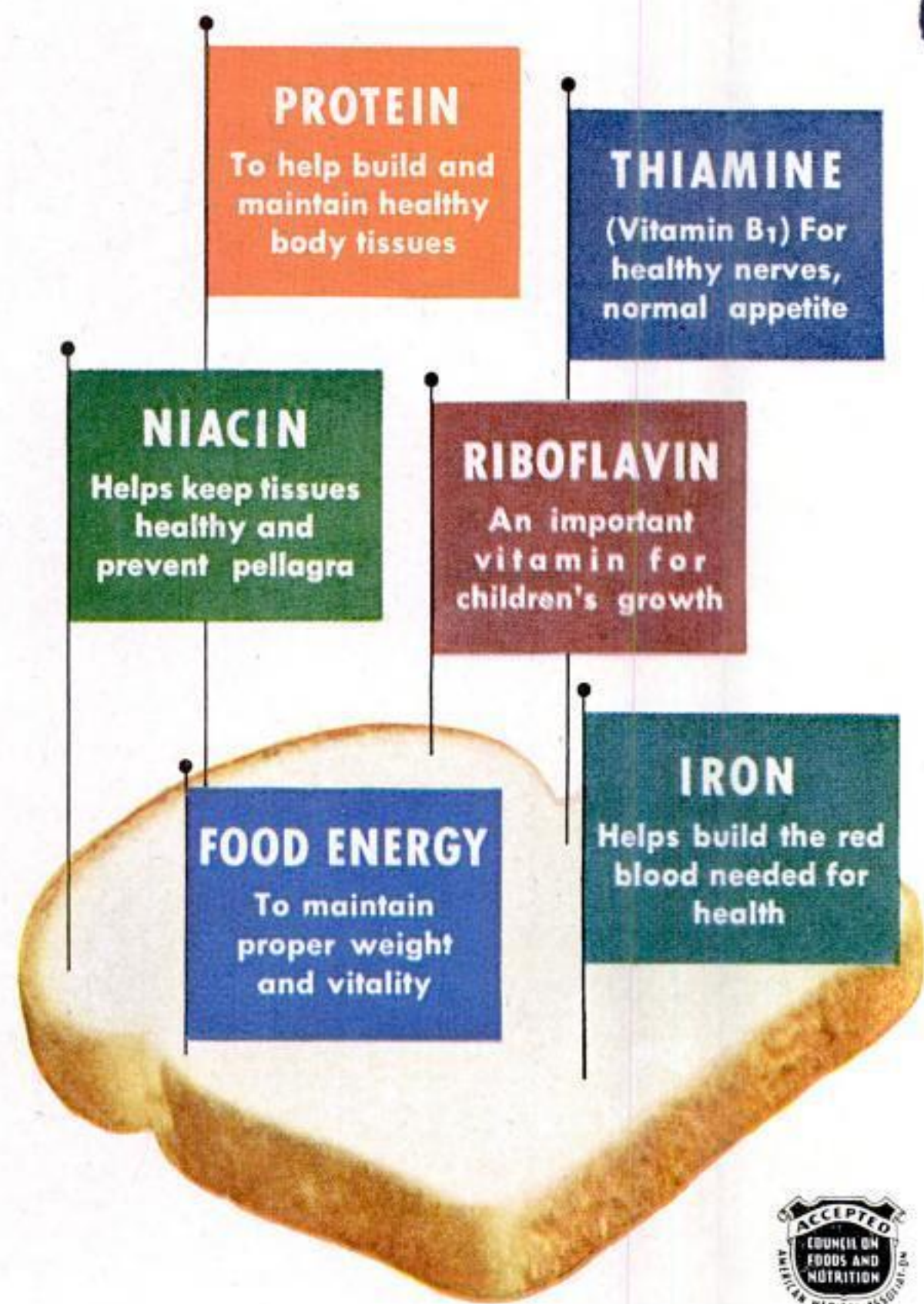
"These flags should open the eyes of every parent"

says MRS. DORA S. LEWIS

Past President, American Home Economics Association, and Chairman of the Department of Home Economics at Hunter College



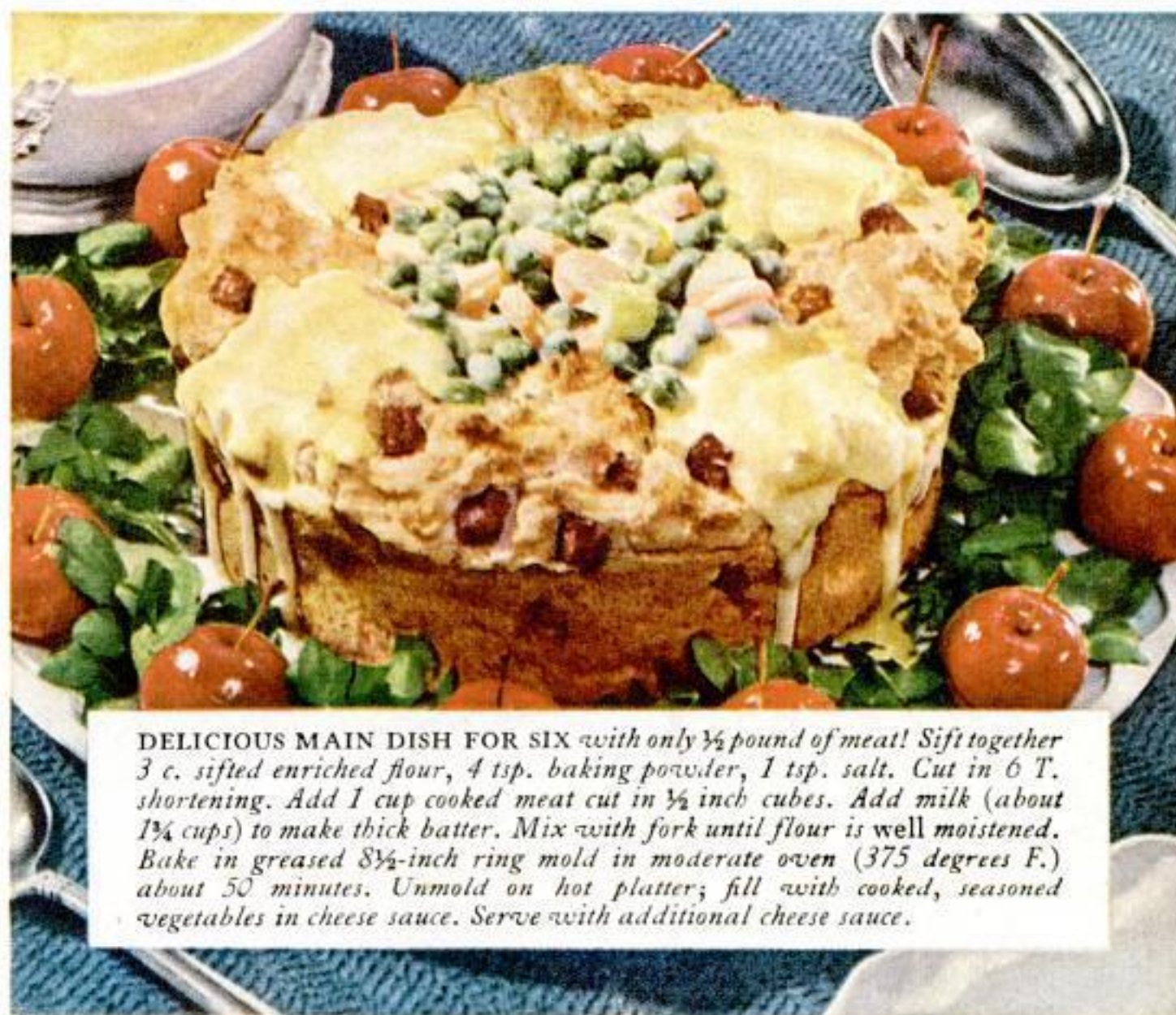
"To get a child to eat foods that are good for him, set a good example and eat them yourself. The important nutrients contained in modern enriched bread and flour, for instance. Since you get them with such great economy in these foods, not only the family meals but the youngsters' snacks too, can carry their valuable contributions to health and fitness."



The nutritional statements in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

6-way nourishment... that's the quickest way to sum up what your family gets every time they eat delicious enriched bread and all the good things made with enriched flour. Those flags tell you what the six benefits are—essentials we need every day to keep healthy and trim. So whether you bake at home or buy from your baker or grocer, be sure you get plenty of that valuable 6-way nourishment from enriched bread and flour.

WHEAT FLOUR INSTITUTE



DELICIOUS MAIN DISH FOR SIX with only ½ pound of meat! Sift together 3 c. sifted enriched flour, 4 tsp. baking powder, 1 tsp. salt. Cut in 6 T. shortening. Add 1 cup cooked meat cut in ½ inch cubes. Add milk (about 1¼ cups) to make thick batter. Mix with fork until flour is well moistened. Bake in greased 8½-inch ring mold in moderate oven (375 degrees F.) about 50 minutes. Unmold on hot platter; fill with cooked, seasoned vegetables in cheese sauce. Serve with additional cheese sauce.

Copr. 1949 by Wheat Flour Institute, 309 W. Jackson Blvd., Chicago 6, Ill.

IF YOU'RE DIETING TO LOSE WEIGHT, remember that calories are what you want to cut, not essential vitamins and mineral nutrients. The thiamine, niacin, riboflavin and iron in enriched bread and flour help keep you fit while you're reducing.



There's 6-way Nourishment in Enriched Bread and Flour



GARDEN SCENE was stitched in fine silk over coarse cotton muslin by Mrs. Treat Campbell of Pasadena, Calif., whose niece had brought the design over from England.



STATE FLOWERS are represented in an embroidered picture done by Mrs. Kenneth Budd. Only 42 flowers are shown because some states use the same official flower.



PHEASANT GROUP by Mrs. Martin is an accurate reproduction of three different paintings which she discovered in a bird book and copied in gros point and petit point.



MARCH OF TIME was executed by Mrs. Gans when she was 77. She found verse in a book, had an artist do some sketches which she then embroidered.



GHOULISH VEST, here worn by theatrical press agent Richard Maney, was made originally by Mrs.

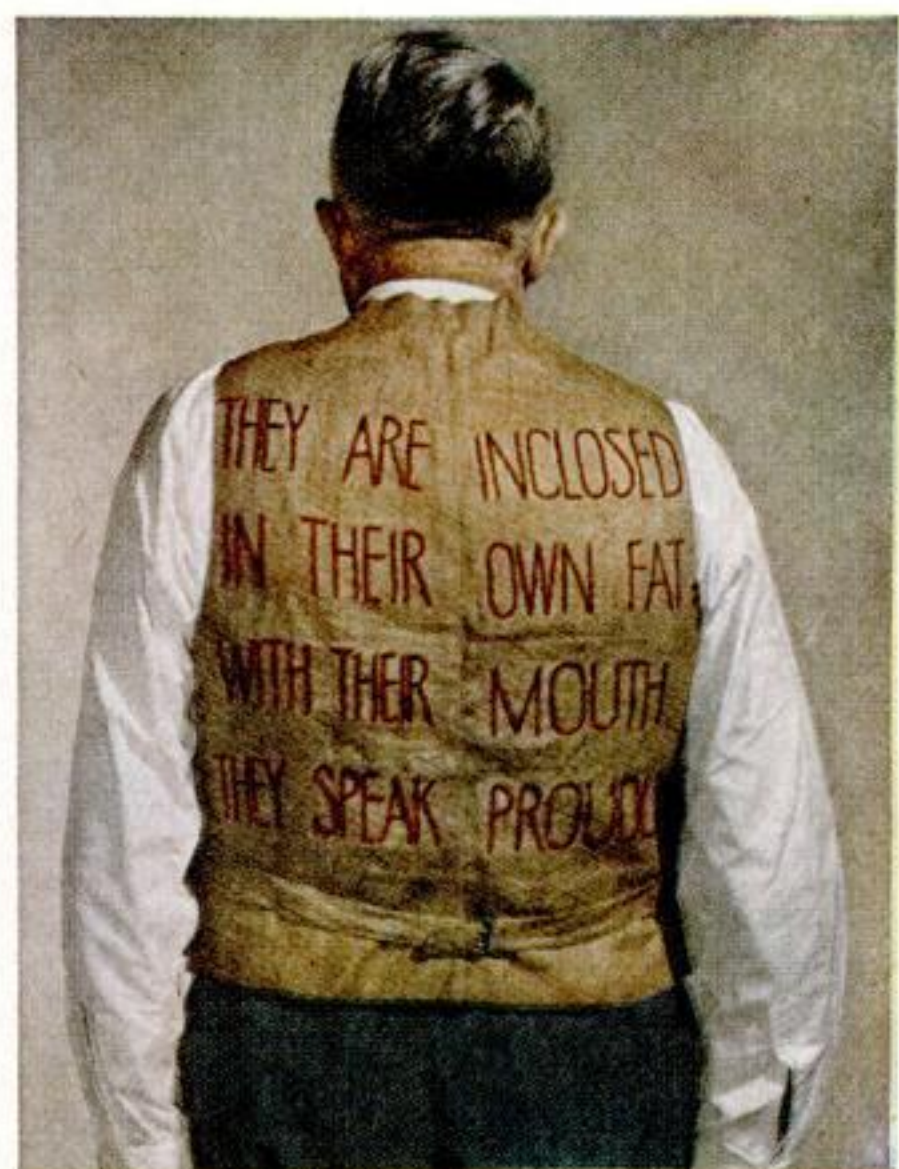
Roosevelt for the late Alexander Woollcott, who once caught cold by refusing to button his coat over it.



NEW DEAL SCREEN was adapted from a sketch by Mrs. Roosevelt to amuse husband, a Republican.

Some designs are bizarre

Imaginative and resourceful needlers like Mrs. Theodore Roosevelt Jr., who did the macabre vest (left) and the nightmarish embroidered screen (above), get a lot of fun out of producing unusual designs. The engaging needlework panel at right called "The March of Time" was done by Mrs. Sarah Gans, who is now 85 and still stitching busily, generally at night under fluorescent lighting. Not long ago Mrs. Gans ran up another series entitled "The Seven Ages of Woman," which begins with a stork dropping a baby into a bed of flowers and ends with an old couple happily sitting out their days in a rock garden. Mrs. Alastair Martin, who spent four months turning out the beautiful pheasant picture opposite, explains the zeal and diligence of needleworkers when she says, "Once you start, you can't stop. It's just like eating peanuts."



BACK of Woollcott vest has verse (Psalms 17:10) that Mrs. Roosevelt thought suited the portly critic.



HUNTING SAMPLER stitched up by Mrs. Roosevelt is a needlework album of the big game, from moose to panda, bagged by her late husband Theodore Roosevelt Jr., who liked to hunt almost as much as did his famous father Teddy. Because

he often let his whiskers grow while off hunting he is depicted in the sampler's center panel sporting a luxuriant beard of tufted red wool. The tiger on the wall was felled by Needleworker Roosevelt herself on a hunting trip in India in 1926.

CONTINUED ON NEXT PAGE



PUREFOY'S GROANING BOARD UNDERGOES NIGHTLY ATTACK OF GUESTS WHO WILL RISE ALSO GROANING

ALL YOU CAN EAT FOR \$1.65

Down in Alabama a Purefoy supper can put five pounds on a guest

To many a traveling salesman regularly traversing the South, Talladega, Ala. (pop. 14,000) is less the home of certain textile mills and foundries than the site of a brick shrine known reverently as the Purefoy. The Purefoy Hotel has 44 neat rooms, some air-conditioned, but its supreme allure is the incredible menu at right. For a mere \$1.65 (nonroomer pays \$2.10) a hotel guest can sit down to "supper," as the Purefoy calls it, and eat as much as he wants of any and all of the items on

the menu which, with seasonal exceptions, the hotel has been serving family style (above) for 30 years. The Purefoy's specialties are chiefly Southern dishes prepared from traditional recipes: fried chicken, scalloped asparagus with almonds, candied yams. Manager Ed Hyde claims some guests gain five pounds at a sitting. While the hotel only breaks even on meals, its famed menu has given it so much word-of-mouth-watering advertising that it nets a neat \$12,000 a year from room rentals.

MENU

- | | |
|------------------------------|-------------------------------|
| OYSTER COCKTAIL | OYSTER STEW |
| FRUIT COCKTAIL | |
| • | |
| ROASTED TURKEY | BAKED CHICKEN |
| FRIED CHICKEN | DRESSING, GIBLET GRAVY |
| HOME BAKED HAM | SPECIAL LAMB ROAST |
| RUMP ROAST | |
| CREAMED CHICKEN | CHICKEN CROQUETTES |
| • | |
| RICE | GREEN PEAS |
| CREAMED POTATOES | FRENCH LIMA BEANS |
| SMALL POTATOES, SERVED WHOLE | SWEET POTATOES IN ORANGE CUPS |
| MUSHROOMS | SPINACH |
| BRUSSELS SPROUTS | CAULIFLOWER |
| ENGLISH PEAS | SCALLOPED OYSTERS |
| SCALLOPED ASPARAGUS | WITH ALMONDS |
| | MACARONI AND CHEESE |
| • | |
| STUFFED PRUNES | CABBAGE SLAW |
| CRANBERRY JELLY | PLAIN CELERY |
| STUFFED CELERY | PEACH PICKLES |
| BEETS IN LEMON JUICE | RAW CRANBERRY SAUCE |
| CANDIED CRANBERRIES | CRANBERRY RELISH |
| • | |
| GRAPEFRUIT AND AVOCADO SALAD | TOMATO AND ASPARAGUS SALAD |
| PEACH SALAD | PEAR SALAD |
| FRUIT SALAD | |
| • | |
| CHEESE STRAWS | CORN MUFFINS |
| HOMEMADE HOT ROLLS | |
| • | |
| HOMEMADE ICE CREAM | DATE PUDDING |
| GINGERBREAD | LEMON PIE |
| PLUM PUDDING | BOILED CUSTARD |
| CHARLOTTE | |
| • | |
| COFFEE, TEA, MILK | |

\$1.65



LOOK WELL IN BLUE BELL

BARNEY JARIN, in tough, low-cost dungarees and work shirt, heads for home. The BLUE BELL dungarees he's got on are cut full for solid comfort — out of husky 8-oz. Sanforized denim. They're double-stitched and reinforced with no-scratch rivets. The rugged chambray shirt is sloped to body contour for free shoulder action. It's topped by a handsome dress-type collar. Both are BLUE BELLS. They're guaranteed the best made, best fitting you can buy — or your money back! Dungarees from about \$1.89 to \$2.19*.

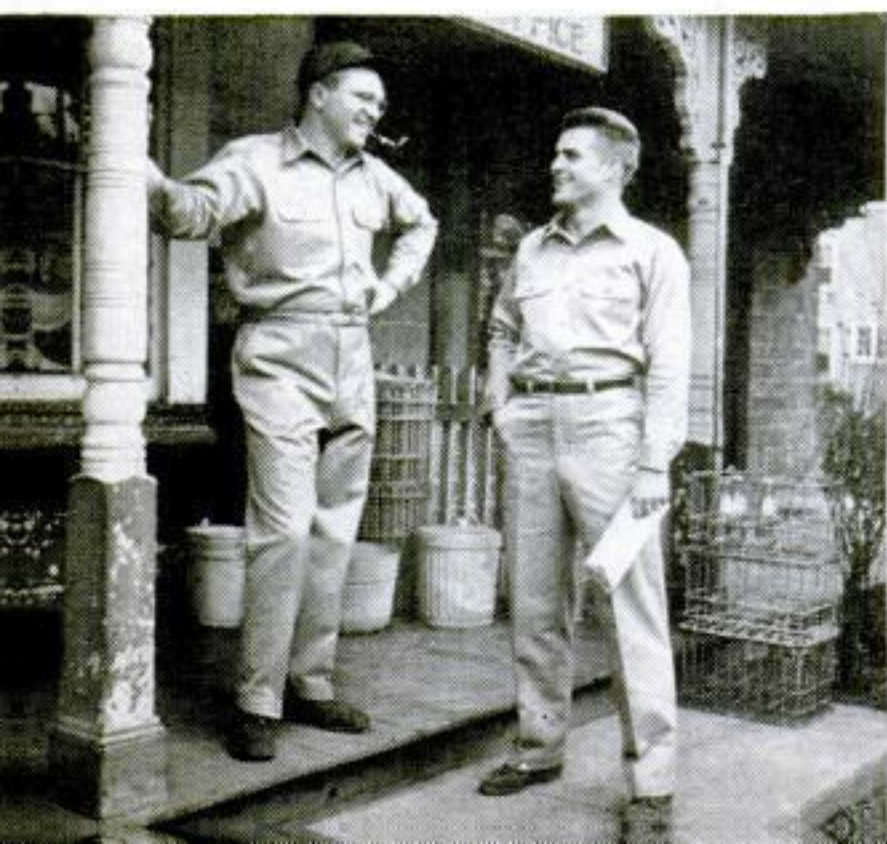
Left below: Trim fitting, carefully tailored matched sets by BLUE BELL. Good looking, tough and long wearing. Shirts from \$1.98 to \$3.98; pants from \$2.98 to \$4.98*.

Right below: Kiddies' elastic-back overalls and elastic waistband dungarees, built to take rough-and-ready wear. Sanforized. From \$1.25 to \$1.69*.

*Depending on fabric and size.

Buy BLUE BELL Gold Label Quality when you buy: bib overalls, dungarees, women's blue jeans, Wrangler Western jeans, work shirts, work pants, matched pants and shirts, unlined and blanket-lined coats, Cossack and Western jackets, coveralls, children's play clothes. Money-back guarantee! Blue Bell, Inc., 93 Worth Street, New York 13, New York.

WORLD'S LARGEST PRODUCER OF WORK CLOTHES



The Purefoy CONTINUED



THE PUREFOY HOTEL, 30 years old, was founded by Eva Purefoy, who later wrote a cookbook. Its veranda is ideal for dozing after a Purefoy supper.



SUPPER PREPARATIONS go on in kitchen all day since the hotel serves no midday dinner. The head chef, Mamie Lakey, has been there for 26 years.



SUPPER BELL is rung by Hyde to signal dining room's opening to lined-up guests. To left of bell is the champion eater, Charles Dexter, a regular patron.

Perfection...in a pan



Free! New, fully illustrated
MAZOLA Recipe Book

Mail a post card today, with your name and address, for your free copy of the new 20-page MAZOLA Recipe Book. Tells you how to make delicious cakes... perfect salads and salad dressings... entrees and tempting fried foods. Many new and unique recipes. Address Jane Ashley, Dept. G4, Box 2076, Trenton, N. J.

EXPERTS agree that *what* you use for frying is as important as *how* you use it... which explains why so many of America's finest hotel chefs prefer MAZOLA* Salad Oil for frying.

MAZOLA contains no moisture to sputter in the pan. It fries chicken, fish and other foods to tender, digestible, golden-brown goodness.

Use MAZOLA for all kinds of frying... you'll find it "makes so many good things... better."



"Shadow" and "Chiffon" cakes, made with MAZOLA are light, rich and delicious. Use MAZOLA Salad Oil in *any* recipe calling for melted shortening.



As a pure, all-vegetable oil, MAZOLA blends naturally with all salad dressing ingredients. You'll always make superior mayonnaise, French and other dressings with MAZOLA Salad Oil.

Pleasant thought...

Pressed from the hearts of sun-ripened corn kernels, MAZOLA itself is as good to eat as the corn from which it comes. What other salad oil comes from so delicious a source?

All grocers sell MAZOLA in bottles and in tins.

*MAZOLA is a registered trade-mark of Corn Products Refining Co., N. Y.





Sure AS THE HARVEST MOON...rises in radiant beauty
every year...that's how SURE you are of the year-in-year-out
perfection of Seagram's finest American whiskey...

Seagram's 7 Crown

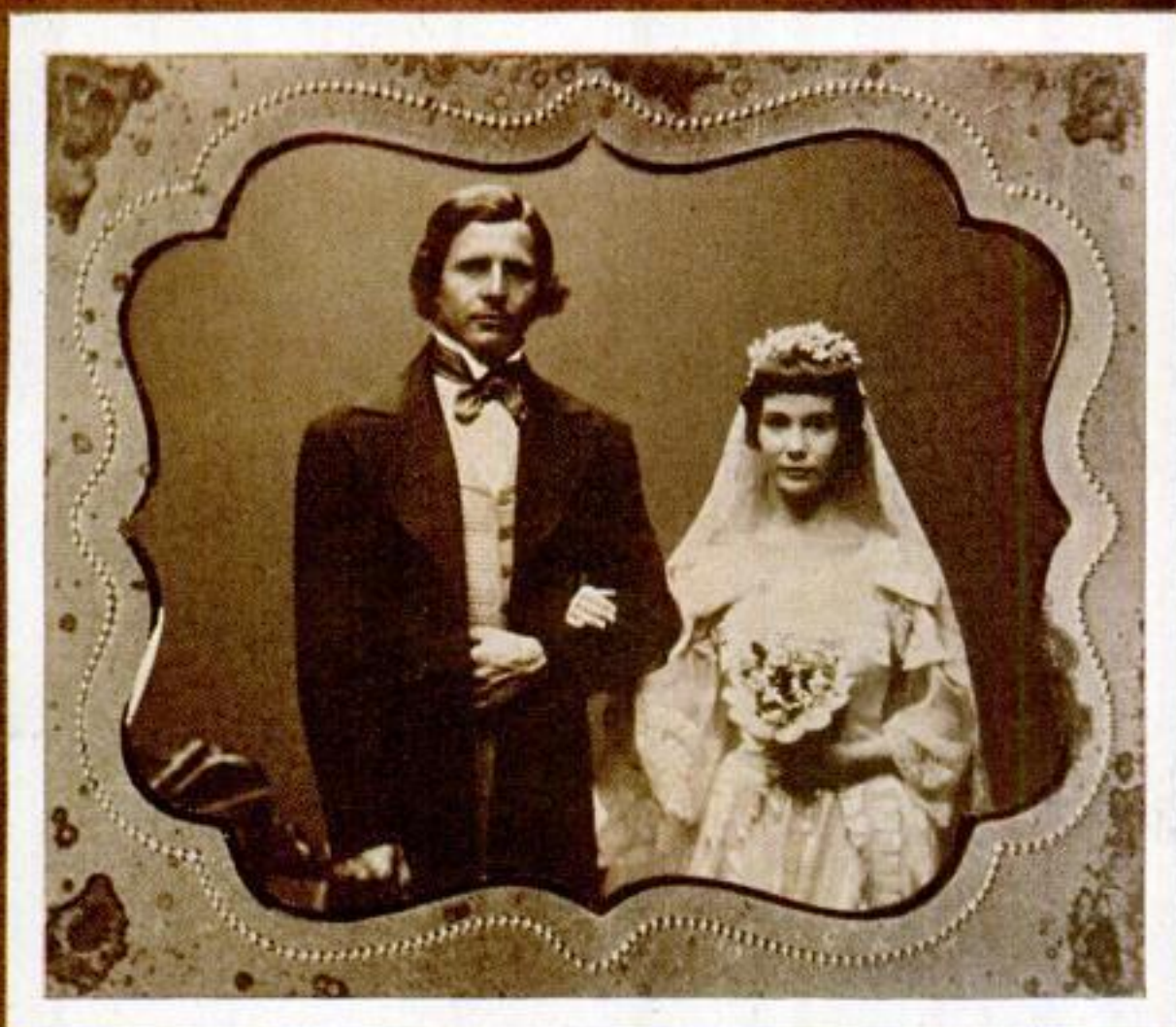


YES, TODAY—TOMORROW—AND ALWAYS...for drinks as
mellow as the golden days of Autumn...for whiskey that pleases you
in every way...

Say **Seagram's** *and be* **Sure**

Seagram's 7 Crown. Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits. Seagram-Distillers Corporation, Chrysler Building, New York

Copyrighted material



It's still the thing to do...

Brides still delight, as they did in 1847, in wearing something old, something new, something borrowed, something blue. Grandmother's "new" veil has become granddaughter's "something old", but the sentimental tradition is unchanging. And there's another tradition, too, which brides have cherished for over 100 years...



It's still the thing to own...

Yes, for over 100 years, more brides have chosen and cherished beautiful 1847 Rogers Bros. than any other silverplate.

Today you will find "1847" a modern silverplate with an extra height and depth of ornament, a perfection of detail and finish, usually found in solid silver alone!

52-piece service for eight, \$64.75, with chest. No Federal Tax. Same price as in 1945!

Copyright 1949, The International Silver Company, Meriden, Conn.

1847 ROGERS BROS.
for 102 years
America's Finest Silverplate



FIRST LOVE



ETERNALLY YOURS



ADORATION



REMEMBRANCE



IN SHETLAND PULL-OVER, CARDIGAN AND PLEATED SKIRT SHIRLEY LOOKS LIKE PINT-SIZED COLLEGE GIRL

School Clothes

FALL OUTFITS FOR TOTS SHOW DUAL STYLE

To be well dressed this fall the U.S. kindergarten girl will have to follow a double fashion. For school and afternoon she will be a miniature of her older sisters in high school and college; the plaid skirt, the Shetland pull-over and the Brooks Brothers style polo coat, old stand-bys of the upper grades, have now been adapted for the preschool set. For parties and Sundays she will wear clothes copied from romantic heroines of great-grandmother's day. To demonstrate this, LIFE asked pretty 4-year-old Shirley Grange of Gladwyn, Penn. to try on the new clothes. Shirley was delighted. An exact copy of her mother's Phelps work apron fascinated her, but her favorite was a white Victorian peignoir (p. 88) in which she could show herself off to company before going to bed.



IN PLAYHOUSE Shirley wears Kate Greenaway party dress with push-up sleeves and pinafore (\$6).

"who needs a mirror?"



FOR A
LOOKING-GLASS
SHINE

LANOLIZE*
YOUR SHOES WITH
ESQUIRE
BOOT POLISH

If you want a *brighter, longer-lasting* shine, a shine so glistening you can see your face in it—don't just shine your shoes, LANOLIZE your shoes with ESQUIRE BOOT POLISH. You get a repeat shine, too; the mere whisk of a cloth or brush brings back that Looking-Glass Shine again and again. No wonder more men, women and children use Esquire, the *Stain* polish, than any other quality shoe polish.

CONTAINS LANOLIN
Nature's Own Leather Preservative

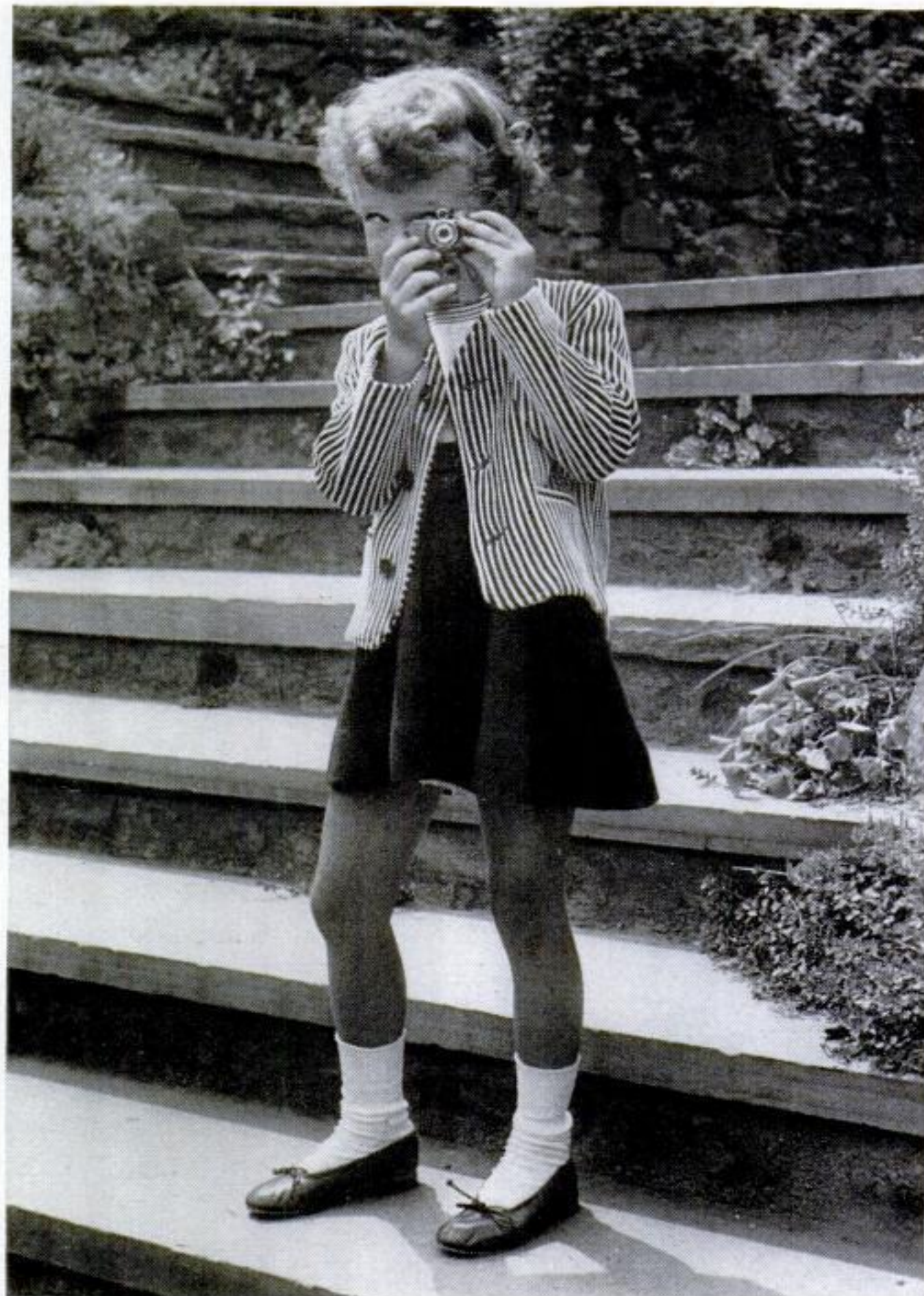
Product of Knomark Mfg. Co., Inc., Brooklyn, N. Y.



*Reg. U.S. Pat. Off.

ON SALE AT SHOE STORES, SHOE REPAIR SHOPS, DEPT. STORES

SCHOOL CLOTHES CONTINUED



BLAZER OUTFIT by Graewil features warmth and practicality. Jacket is dark green and white striped, worn with jumper skirt and T-shirt. It sells for \$9.



SHIRLEY'S APRON is a copy of mother's Phelps model. Of striped denim with big pockets, she wears it with boy's shirt, denim shorts. Outfit is \$12.90.

CONTINUED ON PAGE 87



Everybody knows the sign of good coffee



Products of General Foods

AFTER A JOB WELL DONE—there's friendly stimulation and a wealth of satisfaction in a cup of truly good coffee. Maxwell House Coffee . . . the blend with the vigor, the richness, the full-bodied goodness that active men like. It's the kind of coffee they enjoy, cup after cup . . . and drain to the last delicious drop. No wonder Maxwell House is America's favorite, bought by more people than any other brand of coffee in the world at any price. It has the *flavor* that makes friends—for life.

Don't miss "Father Knows Best"...delightful new Maxwell House radio show starring Robert Young . . . NBC, Thursday nights.



Maxwell House . . . the one coffee with that "Good to the Last Drop" flavor!



*He commands your
Flagship and your*
CONFIDENCE

The pilot of your Flagship truly merits *your* confidence. He represents a highly selective group, chosen by virtue of intelligence, stability and judgment. He has spent years of continuous training before achieving his 4-stripe grade of Captain.

Your Flagship pilot is a far cry from the barnstorming, stunt-flying "birdman" of a bygone era. Today he is a serious-minded, efficient professional flyer who defines his responsibility in terms of regular and dependable operation. His sole aim is to take you safely and surely to your destination.

More than 400 pilots of the Flagship Fleet have flown over a million miles each for American Airlines. Public confidence in the men who fly the Flagships is matched only by the company's deep sense of pride in their performance.

ALL YEAR 'ROUND, TRAVEL IS BETTER BY AIR...BEST BY **AMERICAN AIRLINES INC.**



FOR SUNDAY SCHOOL Shirley wears a romantic outfit of pink corduroy jumper over a flower-printed black cotton shirt with little matching pants. All this can be worn beneath jacket which is shown below.



FOR STREET WEAR this turn-of-century corduroy jacket is added over the jumper and shirt which are shown above. The whole outfit (Cole of California, \$22.85), which is washable, can be duplicated for mother.



POLO COAT is the classic, double-breasted camel's hair in the college tradition (Little Sister Coats, \$35). Shirley can wear it with matching leggings when weather turns really cold. A beret tops whole costume off.

BOY'S RAINCOAT furnished designers' idea for Shirley's fly-front gabardine (Aquatogs, \$12.95). She likes to wear coat with a miniature edition of a grownup's bamboo-handled umbrella and tiny Tyrolean hat.



CONTINUED ON NEXT PAGE

Frosty-cool inspiration

..... *grand finale*
for dinner



Creme de Menthe by Hiram Walker

Until you taste the deep mint flavor of Hiram Walker's Creme de Menthe you just can't know how downright delicious *true mint* can be. Here's a flavor that comes from only the tender tiny leaves of finest mint.

So refreshing frappeed or straight, Creme de Menthe also gives a delightfully different touch to fruit desserts.

MINTED PINEAPPLE

Remove frozen pineapple from package to a serving dish before thawing. Add 2 ounces Hiram Walker's Creme de Menthe and let stand until thoroughly thawed. Serve chilled.

GRAPEFRUIT SUPREME

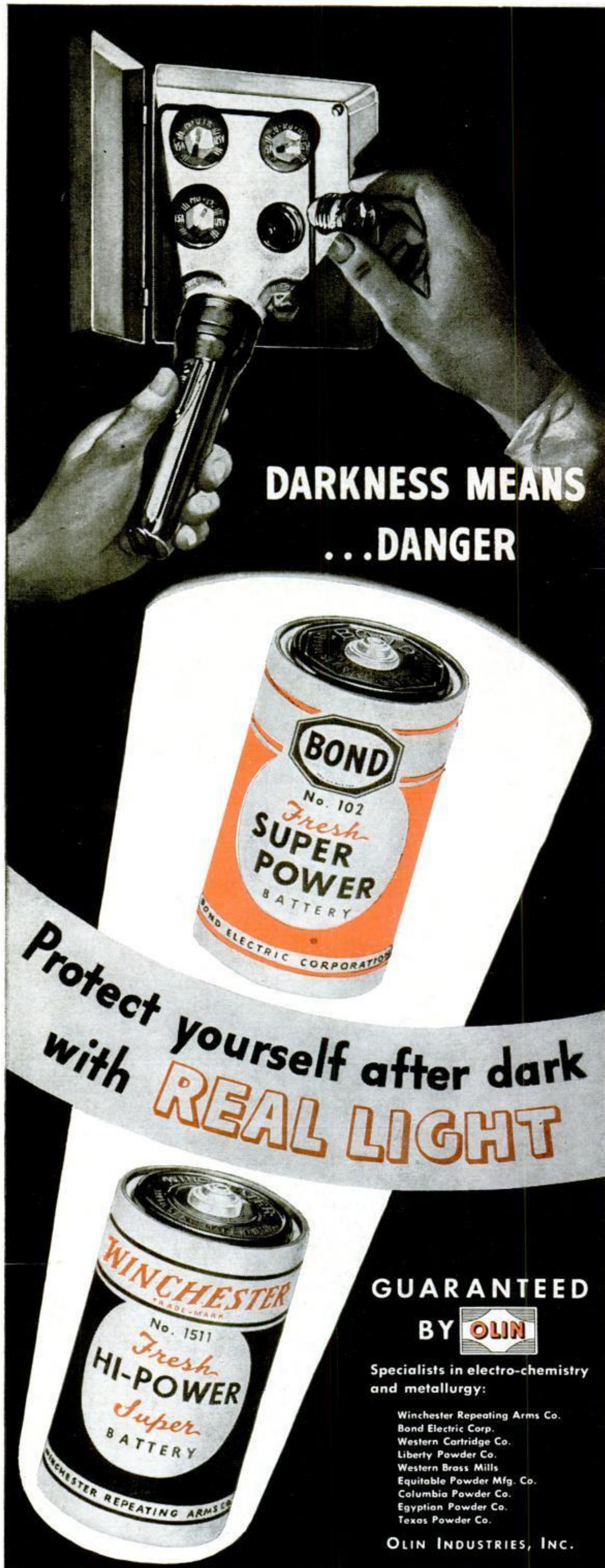
Halve a grapefruit, remove seeds, and loosen fruit sections. Pour on an ounce of Hiram Walker's Creme de Menthe. Serve chilled. Or place under broiler and heat slowly. Serve at once.

HIRAM WALKER'S CORDIALS



60 proof 60 proof 60 proof 60 proof 80 proof 60 proof 70 proof

Hiram Walker & Sons Inc., Peoria, Ill.



**DARKNESS MEANS
...DANGER**

BOND
No. 102
Fresh
SUPER POWER
BATTERY
BOND ELECTRIC CORPORATION

**Protect yourself after dark
with REAL LIGHT**

WINCHESTER
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Western Brass Mills
Equitable Powder Mfg. Co.
Columbia Powder Co.
Egyptian Powder Co.
Texas Powder Co.

OLIN INDUSTRIES, INC.



FOR EVENING TREATS when she can stay up to see guests Shirley has a night robe (Raymodes, \$8.95) of white jersey with smocked shoulders and belt.



Like **SILVER** and **LINEN**...



Fine Furniture like this
DESERVES YOUR MONOGRAM!

A Brand New Idea makes this furniture Very Truly Yours . . .
There's a place for your personal MONOGRAM on any drawer pull!

Mengel's *Monogram Group* . . . the very name tells you it's new . . . distinctively different!

Here's the same personal touch you like so well on silver . . . linen . . . glassware. You can slide your own initials into the specially designed drawer pulls . . . and any piece of your new furniture could carry your own personal monogram.

But the monogram feature is only *one of eight* illustrated at the right. Each brings you new comfort, convenience or economy.

In addition, you'll have Alvorot . . . the exciting new furniture wood Mengel introduces in the Monogram Group. In appearance, closely related to Mahogany, Alvorot has the added advantages of naturally lighter color and beautifully consistent grain figure. Two finishes are available . . . a striking golden blonde, and a deep, dramatic cordovan.

Of course, it's *Permanized**. Joints and veneers in furniture built by this exclusive, scientific Mengel method will never come apart, no matter what the climate . . . hot or cold, damp or dry.

See this beautiful new furniture soon. For the name of your nearest dealer, phone Western Union by number, and ask for Operator 25. Meantime, write for our new folder on the Monogram Group. It gives complete information on every one of the 36 pieces in this striking new design.

Copyright 1949, The Mengel Company
†Mengel trademark *Reg. U.S. Pat. Off.



THE MENGEL COMPANY, Furniture Division, Dept. 207, Louisville 1, Kentucky.

Gentlemen: Enclosed is 25 cents for your new folder on the Monogram Group, and Mary Adam's new booklet, "Make Your Own Design for Living."

Name
Address
City Zone State

How



many "Home Runs" in a Rug?

IF YOU WERE EVER a small boy (or his mother!) you know that baseball used to be only *one* of the sure signs of spring. Another was a rug, dancing on the clothes line in the back yard, being walloped the woof out of by a small boy with baseball on his mind and murder in his heart.

Yes, spring was "open season" for rug-beating and a dozen other back-breaking drudgeries heaped on top of mother's regular round of cooking, washing, ironing, marketing, mending and what all!

Small wonder many a weary housewife has said, "When I get rich I'll have a house where all I need do is push a button, and things will get done!" And then—that's almost what happened! Without even waiting for riches!

Today even a modest home can boast a vacuum sweeper that cleans the rugs at

the push of a button. In more and more homes, a button-push makes the family clothes wash *themselves*. "Click," the dishes are done—and dried. The oven turns itself on—and off. And the *refrigerator*—think of the trips to market it saves—the time it saves—the food it saves—and, wonder of wonders, the *money* it saves!

Why is it America's homes have so many *more* of these wonderful things than the homes of any other land—more ironers, more toasters, more electric blankets, more automatic furnaces, more radios, more *light*, even? Is it because of American inventive genius? Yes, partly. But mostly, it's because America's manufacturers have found the way to make more of these things *available* to more families. "Mass production," they call it.

But "mass production" is only a fancy way of saying "producing more things at prices low enough to make more people want to

buy." And the quickest, most economical way of telling a great many people about a product, and making them want to buy it, is —national advertising.

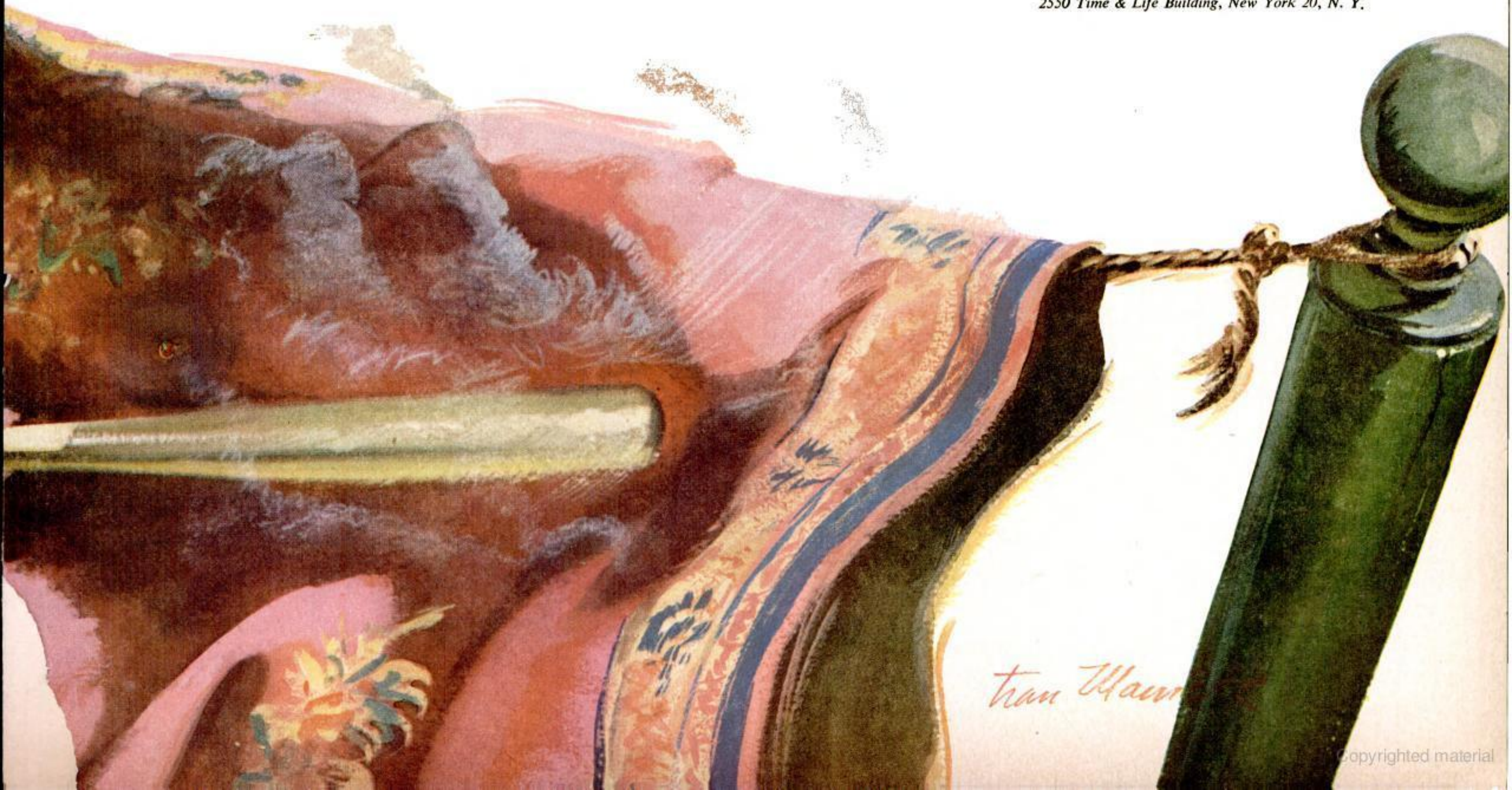
True, you pay your small share of the advertising cost when you buy the kind of household appliances we have been talking about.

● *But when you come right down to it, the truth is that advertising saves you money. For if it weren't for the big demand created by advertising, the chances are that almost everything you buy would cost you far more!*

And equally important is the automatic safeguard imposed by the very *act* of national advertising. For, advertisers know that the sales success of a product goes hand in hand with its honest presentation to the public.

LIFE

Reprints of this message are available. Write to:
2550 Time & Life Building, New York 20, N. Y.



tran Ma

SERVED AT
THE PRIVATE STUDIO OF

Mr. and Mrs.
Jascha Heifetz

Your Taste will tell you why!

YOU HEAR IT EVERYWHERE...

**"finest beer served
...anywhere!"**

Your Taste will tell you why!



Internationally
Famous

Pabst
Blue Ribbon

33 FINE BREWS BLENDED INTO ONE GREAT BEER • Copr. 1949, Pabst Brewing Co., Milwaukee, Wisconsin



JOLSON GIVES OUT with full voice and gesture as he appears on stage of Brooklyn theater, sings *California, Here I Come*. This was his sixth personal appearance on one grueling evening around New York City.

nia, *Here I Come*. This was his sixth personal appearance on one grueling evening around New York City.



IN MOVIE, LARRY PARKS AS JOLSON SINGS FOR GIs

"JOLSON SINGS AGAIN"

Story of Al's life inspires another huge money-maker

Three years ago a film came out about a 60-year-old guy who had put talking pictures over single-handed in 1927 but fell so far from public sight that he wasn't even a name to the younger generation. The film, *The Jolson Story*, made so much money (more than \$8 million in U.S.) that it is close to being the fourth biggest money-making film of all time (first three: *Birth of a Nation*, *Gone With the Wind*, *The Best Years of Our Lives*).

Now there is a new movie, *Jolson Sings Again*, covering his life from 1939, when the previous one left off, through his years of oblivion, through his USO troupings during the war and up through the rebirth of his fame in *The Jolson Story*. As before, Larry Parks plays Jolson with the Jolson gestures, while Jolson's own voice, with all its soul stirring adenoidal tremolo is dubbed in on the sound track. To help the new picture along, Jolson himself, now 63 and the husband of a 25-year-old former X-ray technician, turned up in the flesh for a series of personal appearances in New York, singing his heart out (*left*) before the old footlights, the old crowds, in the old numbers. The money started rolling in at once and, on the basis of early returns, this Jolson picture stands to make as much as the last one.



THE CROWDS CAME when the signs went up, gave Jolson kind of reception he has been getting for 40 years.

PAL BEATS OTHER BLADES
All Hollow...
 BECAUSE **PAL BLADES** ARE
Hollow Ground

LIKE THIS



Pal Hollow Ground — ground like a master barber's razor

NOT LIKE THIS



Usual Blade — ground like a jackknife

... and now they're improved and better than ever because they're protected from factory to you in revolutionary new plastic **ZIPAK®** dispenser.

ZIP!

a factory-fresh blade, untouched, unwrapped, delivered to your razor double-quick! No dulled edges from unwrapping.



SINGLE EDGE

PAT. APPLIED FOR

DOUBLE EDGE

SAME LOW PRICES

44 for 98¢

21 for 49¢
10 for 25¢

Pal still gives you 4 blades for 10¢, regular package

Available wherever fine blades are sold—including drug, variety chain, tobacco and department stores.

Pal takes the "H" out of **HAVING** ... and leaves you a **SAVING!**



© Pal Blade Co., Inc., 43 W. 57th St., N. Y. 19.

Jolson CONTINUED

PARKS DOUBLES DIZZILY



PARKS PLAYS JOLSON singing triumphantly in a nightclub in the closing scene of *The Jolson Story*, which is also the opening scene of *Jolson Sings Again*.



PARKS PLAYS TWO JOLSONS in another scene. Parks as the real Jolson (arrow) watches Parks acting Jolson before the cameras of *The Jolson Story*.



PARKS PLAYS JOLSON AND PARKS near the film's end. As Jolson, in a composite shot, he congratulates Parks for having impersonated him so well.

CONTINUED ON PAGE 96

look slimmer
in ten seconds with
***Kleinert's**
***Slimderella Girdle...**



be slimmer
in ten days with
Kleinert's
Glamour Program...

Have excess inches been robbing you of fun, freedom, fascination? Then don't waste another minute... start on Kleinert's glamour program today! First... slip into Kleinert's Slimderella Girdle. Pure rubber for perfect control... lined with absorbent, soft, knit cotton for perfect comfort. Slimderella molds you to vital new beauty, yet it's flexible as your skin. All over perforations for coolness. Fleece lined bottom edges, smooth flat seams, flannel backed garters assure you perfect freedom from rubbing. Washes and dries in no time! Every inch sizes... 24 to 36.

Step-in Slimderella... \$3.50. Easy-on slide-fastened Slimderella... \$4.50.

Free! Helena Rubinstein Reducing Diet and Beauty Plan

... an exciting part of Kleinert's glamour program! No dreary "rabbit food" routine... you get appetizing, satisfying meals, yet you can lose as much as seven pounds in ten days. This diet... by world-famous Helena Rubinstein... is just part of Kleinert's glamour program. The whole plan is yours for the asking... at your store that sells Kleinert's garments.

With your Slimderella girdle, you get a free sample of Kleinert's *Mirelle powder. A delightful deodorant... helps you slip into your girdle, helps prolong its life.



***Sani-Scants**
Really smooth protection for troublesome days! Dainty, knit panties with waterproof panel assure you absolute safety! Tabs for pins. White and flesh in run-proof striped rayon, \$1.25. All nylon, \$2.50. All sizes.



***Nuvo Elastic Sanitary Belt**
Exclusively Kleinert's! Can't twist, cut or curl. Adjusts to any size. Anchored safety pins or pinless fasteners. White or flesh. In rayon... 50¢ nylon & acetate... 65¢



***Braforms**
They work for your glamour in two ways. The uplift bra gives you wonderful lines... the attached shields protect your clothes. Nylon marquisette, 32-42. White or nude... \$2.

*® Prices slightly higher on the West Coast

Keep their
clothes clean
with a



Speed Queen



7 FULL LOADS PER HOUR

No series of "cycles" to wait for. No hot suds down the drain after each load. The Speed Queen washes 7 to 10 full loads per hour — every piece sparkling clean. It gives you America's *fastest washday* — America's No. 1 *washer value!* Write for literature, or see your Speed Queen dealer.

BARLOW & SEELIG MFG. CO., Ripon, Wis.



A Speed Queen Ironer will cut your ironing time in half.



Built by Home Laundry Equipment Specialists Since 1908

Jolson CONTINUED



JOLSON AND PARKS appeared together on Jolson's radio show last winter, went into familiar routine to show how well they could imitate each other.



JOLSON GESTURES were acted out in the studio by Jolson (left) while he was recording sound track for *Jolson Sings Again*. Parks (right) then copied them. Parks has entered so completely into the part by now that he is sometimes fearful he will never have a recognizable personality of his own again.

This is **inside**
stuff



...the **Once-Over**
Inside Oil Paint!



"WONSOVER" makes
Rooms New!



Once over with WONSOVER . . . the "Dutch Boy's" wonderful one-coat, inside flat paint that *really* covers in one coat, yet is *really* washable, too!

Once over with WONSOVER . . . it's a rich, mellow-toned "decorator" flat paint . . . a long-lasting, *real oil paint*, blended by the master hand of the "Dutch Boy" to bring *lasting* loveliness to your rooms.

Once over with WONSOVER . . . it covers most surfaces in just one coat . . . painted walls, woodwork, wallboard, brick, and concrete. Even does a real job over wallpaper and water-reduced paints!

Flows on with creamy smoothness. Dries to a uniform, flat finish. Leaves no unpleasant odor!

Once over with WONSOVER . . . it *keeps* your rooms bright and new-looking because it *really* washes clean . . . over and over again. Fingerprints, pencil marks and smudges can't sink in . . . so they wash right off!

Once over with WONSOVER . . . in soft, lovely colors, white and off-white. Give WONSOVER the once over at your "Dutch Boy" dealer's. See his name under "PAINT" in your classified telephone directory.

Really Washable, too!



FREE COLOR FOLDER!
Shows actual samples of the complete range of "Dutch Boy" Wonsover colors. For your copy, mail coupon to Dept. 69, care of nearest office listed at right.

"Dutch Boy"
Wonsover
the *Once-Over Interior Paint*

••• MAIL COUPON TODAY! •••

NATIONAL LEAD COMPANY, Dept. 69, New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.).

Please send "Dutch Boy" WONSOVER Color Folder to

Name.....

Address.....

City.....Zone.....State.....

"Save the Surface and You Save All!"

National Lead Company



ORNATE GATE GUARDS TEMPLE GROUNDS ENTRANCE

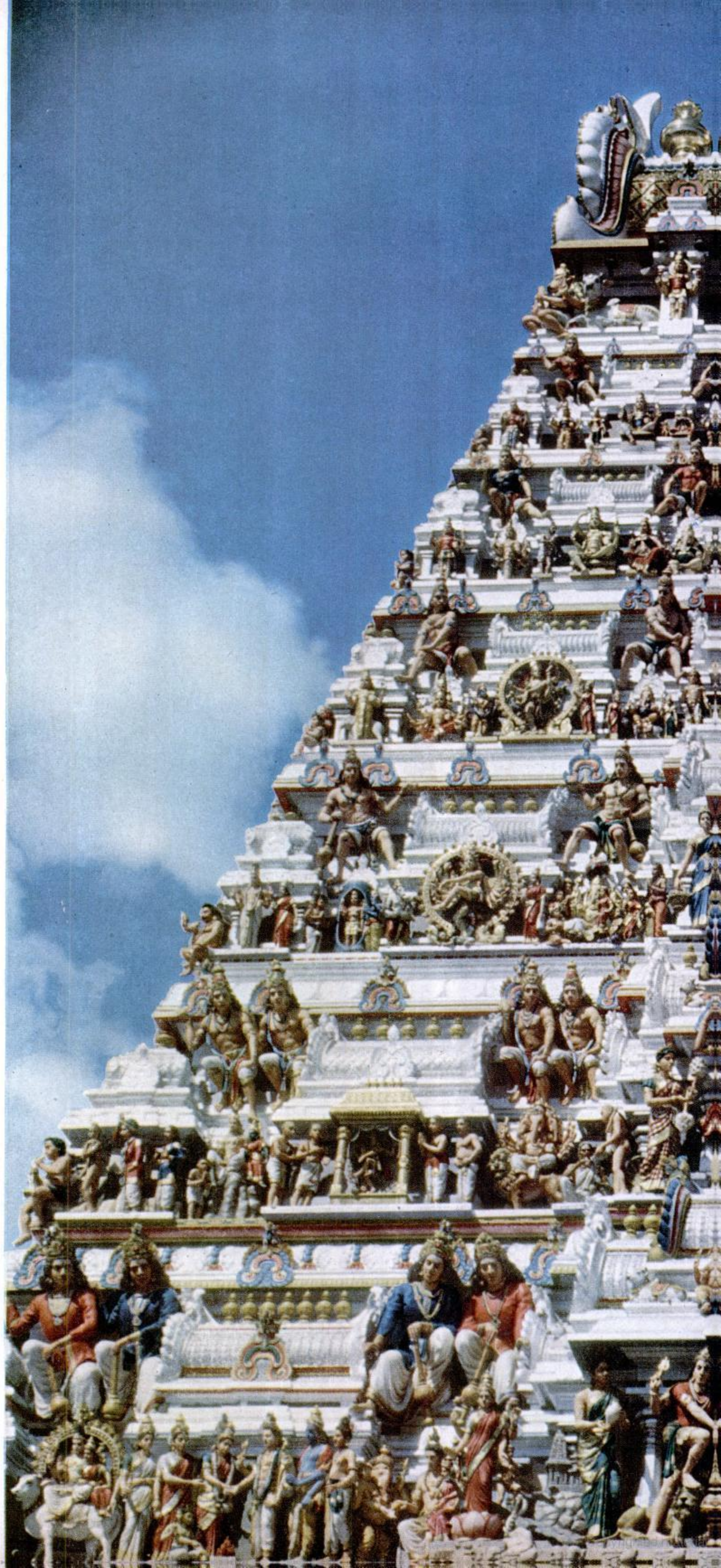
LIFELIKE FIGURES COVER HINDU TOWER

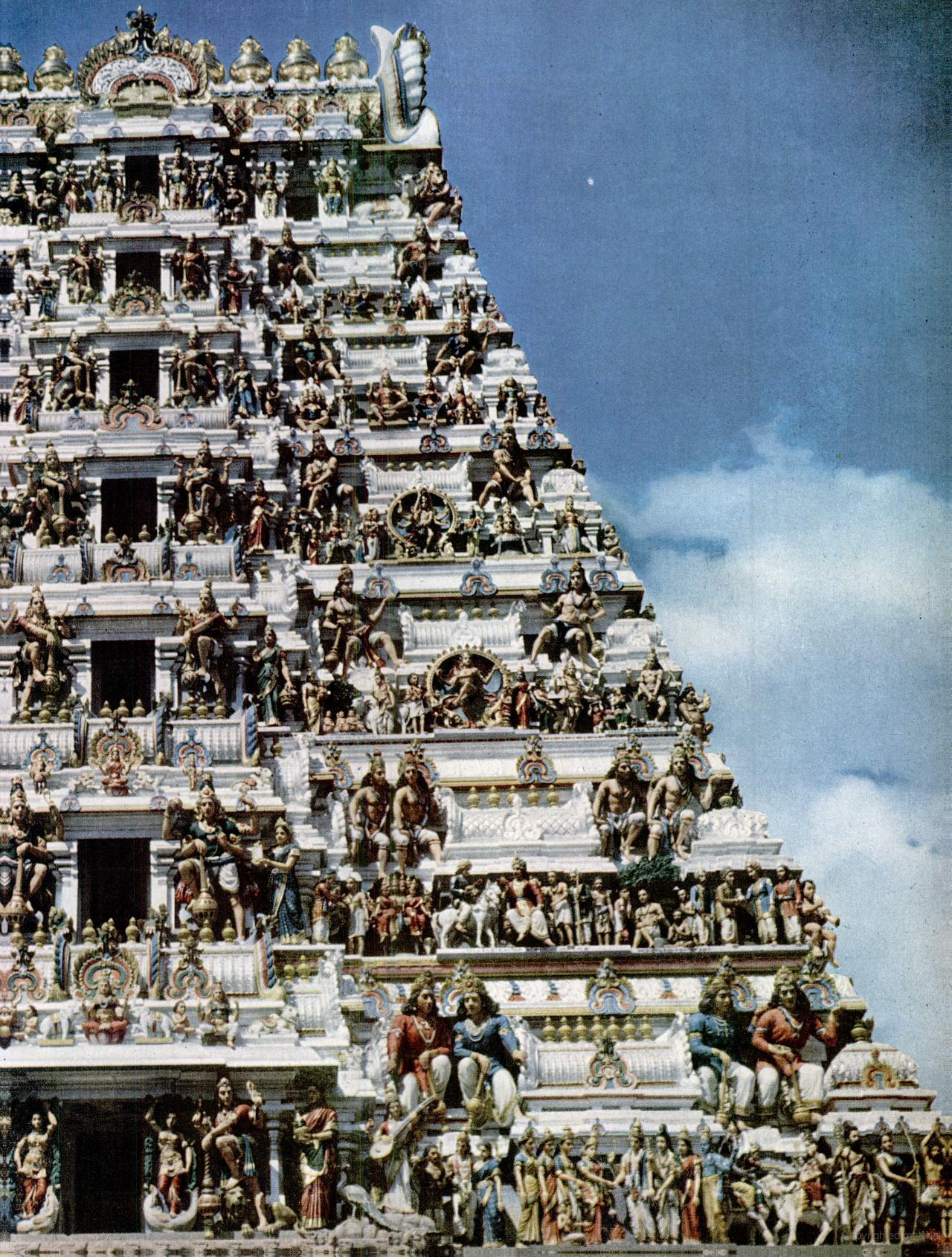
They portray history of god Siva

The richly colored tower shown here forms the main entrance to a Hindu temple located in Madras, India. Swarming over it are hundreds of lifelike statues illustrating episodes in the life of Siva, a major Hindu deity to whom the temple is dedicated. According to legend Siva is a grim and ruthless destroyer of demons and evildoers. But when he shows up among the crowds of saints, relatives and other gods on the tower Siva seems to make use of his godly prerogative to appear in less frightening form. In the bottom row, third from right, he and his wife comfort a disciple (*extreme right*) who has been raising his arms and right foot in penance. They are riding peacefully along on a sacred bull at the extreme left of the bottom row. In the round, medallionlike figures on the third and fourth levels Siva appears in even lighter vein as Nataraja, "King of Dancers."

One of Siva's two sons, an elephant-headed god named Ganesa, appears several places including on the second level, where he sits at the right of a small gold shrine. Most of the other scenes show groups of minor saints and attendants. The tower's bright colors are the result of decorating job finished last year by some present-day Siva devotees.

ABOUT 800 LIFELIKE FIGURES decorate seven-story pyramid which towers over gate as shown above. Many-armed figures by center doors are gatekeepers. The original statuary is now covered with new colored plaster.





GET YOUR SHARE OF NATURE'S BOUNTIFUL HARVEST

...right out of a SNIDER'S Bottle!



Mother Nature is always mighty good to the Sniders—mighty bountiful. The Snider tomatoes are so red, so plump, so *luscious*—and Grandma Snider gets every bit of that extra good flavor into her catsup and chili sauce. Try Snider's today, *in* recipes and *on* your food. You'll agree with other folks who like the best—that Snider's is richer, spicier, *tastier*. Stock up with an *extra* supply at your favorite food store's Bountiful Harvest Sale—*today!*



LOOK HOW SNIDER'S SPARKS UP SPICED HAM!

BOUNTIFUL HARVEST SPICED HAM

$\frac{2}{3}$ cup Snider's Catsup
or Chili Sauce
 $\frac{1}{3}$ cup water

1 tablespoon grated onion
 $\frac{1}{3}$ cup chopped sweet pickles
1 can (12 oz.) spiced ham

Combine catsup, water, onion, and sweet pickles in saucepan. Place ham in sauce. Simmer, covered, about 25 minutes, or until thoroughly heated, basting frequently and adding more water, if necessary. Slice and serve with sauce. Makes 4 servings.



STOCK UP NOW AT YOUR FAVORITE
FOOD STORE'S "BOUNTIFUL HARVEST SALE"



Products of
General Foods

THE SMALL FRY TAKE OVER



THREE SETS OF TWINS, all born in 27 months, turned up on a Capital Airlines plane in New York City. Their mother, Mrs. Charles Summers, an ex-

Wac of Doylestown, Ohio, was en route to a Wac reunion. Startled airline ticket agents let the two parents and their six children ride at a special rate.

FOR SOME REASON THE WORLD SUDDENLY SEEMS FULL OF KIDS WHO ARE ACTIVE, ATTRACTIVE AND LESS THAN 42 INCHES HIGH

The law of averages works in a strange way. A carpenter who has never before pounded his thumb may suddenly so do three times in half an hour. A man who has seen no midgets in a long lifetime may suddenly bump into five of them during a walk around the block.

As summer ended the law of averages seemed to be concentrating on children between 20 and 42 inches high. Everyone had seen them around before, but seldom in such a variety of situations and rarely with such expressions on their

faces. Perhaps the small fry seemed more numerous because their school-age brothers and sisters were indoors and out of sight, getting their name-tapes sewed on and their fingernails clipped for the big day. Perhaps it was simply because the small fry picked last week to project themselves, to crop up. Nobody knew. But suddenly they were everywhere. They ate cigarettes, lost their pants, got bitten by mules. It was fine for some; not so good for others, but no one seemed to want the law of averages repealed.



GIRL WITH CIGARET, which she was about to eat, provided an amateur with a shot which provoked a battle between light- and serious-minded critics.



BOY WITH NO PANTS was picked up by police in Los Angeles. He was minding his own business but they grabbed him and outfitted him with a diaper.



GIRL AT FOUNTAIN was caught by another amateur in Racine. He wrote "I'm interested in selling this if you're interested in buying it." LIFE bought it.

There is something very wonderful about Chips.

Chips


Roy Rogers Western Britches

Inimitable and rugged Westerns in durable and colorful Corduroy. Jewelled and studded Pistol & Holster design as sketched. Grey, Brown, Maroon, Green, Navy, Red, \$7.95. In Cavalry Twill, \$6.95.

Other Chips Western Britches from \$4.95. The Name "Brand" Shirt, with flaming Western action scene. Also a spot for youngster's name. In Broadcloth or Cotton Flannel. \$2.95 each. Sizes 4 to 12.

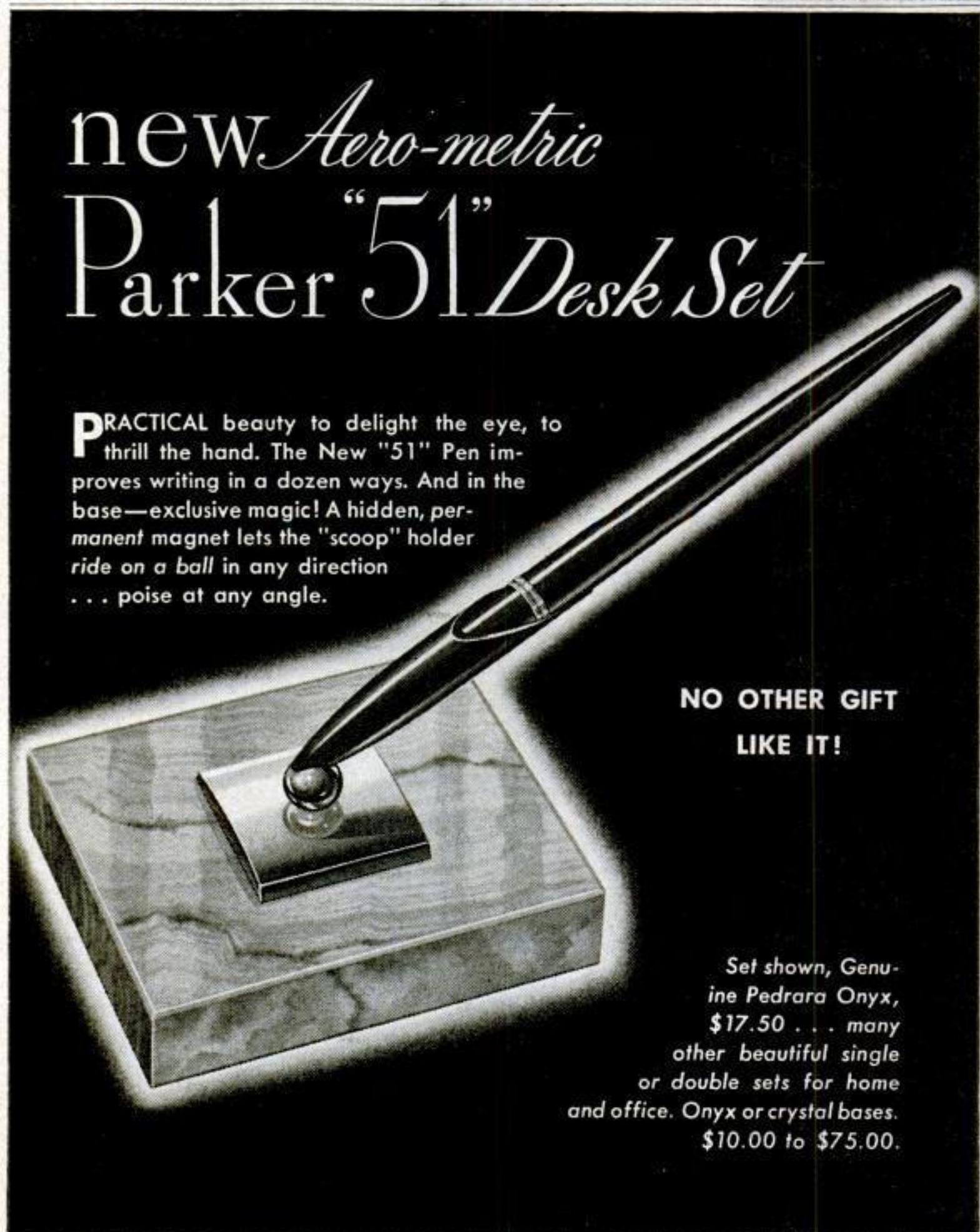
At Notable Stores Everywhere

B. SCHWARTZ & CO., INC.
1107 BROADWAY, NEW YORK



new Aero-metric Parker "51" Desk Set

PRACTICAL beauty to delight the eye, to thrill the hand. The New "51" Pen improves writing in a dozen ways. And in the base—exclusive magic! A hidden, permanent magnet lets the "scoop" holder ride on a ball in any direction . . . poise at any angle.

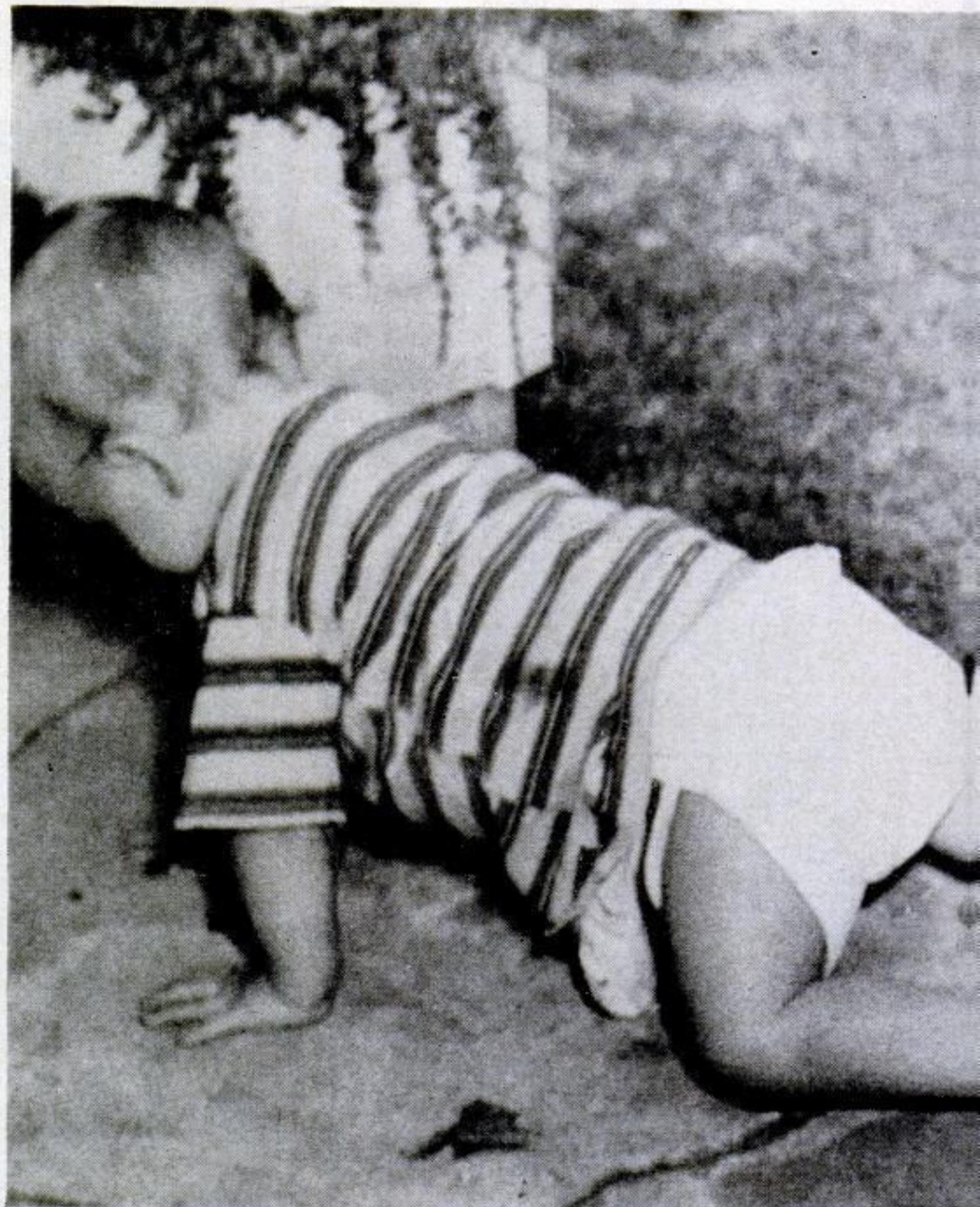


NO OTHER GIFT LIKE IT!

Set shown, Genuine Pedrara Onyx, \$17.50 . . . many other beautiful single or double sets for home and office. Onyx or crystal bases. \$10.00 to \$75.00.

Copr. 1949 by The Parker Pen Company

Small Fry CONTINUED



RESTRAINED BOY, Richard Floyd, 10 months, spent the week quietly and safely in his back yard in Chattanooga. Whenever Richard made a break



BRAVE BOY, Willie Garrison, 7, of Atlanta, was bitten in the arm by a mule, posed with mule for a photograph, whereupon the mule bit Willie in the tummy.



for the gate in order to go for a crawl, he found himself grabbed by the diaper by his domineering cocker spaniel Blacky, who is only 3 months old himself.



TEARFUL BOY, Steve Magidow, 2, of Los Angeles was overcome when his Chinese tufted dog won a ribbon. Prizewinner, unperturbed, nursed its pup.

CONTINUED ON NEXT PAGE

GENUINE REGISTERED Keepsake DIAMOND RINGS



"You'd be Proud, too!" ...it's a Keepsake!"

She's his girl for keeps...engaged with love's most treasured symbol... a *Keepsake* Diamond Ring.

To be sure your diamond is the very finest value, be guided not by size alone, but by *Color, Cut and Clarity*. These three qualities determine the true value of your diamond as well as its beauty and brilliance. By the name "Keepsake", these qualities are assured.

Every Keepsake engagement center diamond is a "guaranteed registered perfect gem" as described on the famous Keepsake Tag and confirmed by the Keepsake Certificate, signed by your jeweler and Keepsake. It has been individually selected from among the world's finest gems by experts who judge according to these high standards.

Remember, if it's a Keepsake, the name is in the ring... so, on the day you choose your diamond, let your Keepsake Jeweler be your trusted guide. Prices nationally established to \$5,000.



For the name of your local Keepsake Jeweler, call Western Union by number and ask for Operator 25.

A. CONTINENTAL Ring 750.00
Wedding Ring 150.00

B. FIDELIS Ring 125.00
Wedding Ring 87.50

★ Man's Diamond Ring 100.00
Available at \$75 to 250 to match all engagement rings

C. HEATHER Ring 350.00
Also \$100 to 2475 and in platinum \$300 to 3450
Wedding Ring 12.50

All rings illustrated available in white as well as natural gold. Rings enlarged to show details. Prices include Federal Tax.

Amsterdam Antwerp Home Office — Syracuse, N. Y.



Guaranteed by
Good Housekeeping
If not as advertised therein

Keepsake Diamond Rings, A. H. Pond Co., Inc.
120 East Washington, Syracuse 2, New York

FREE . . . Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding" together with illustrations and prices of Keepsake Rings, and the name of my nearest Keepsake Jeweler. Also send information about the beautiful new 48-page "Bride's Keepsake Book."

NAME.....
STREET AND NO.....
CITY..... L 9-49



"Ah don't need no shootin' iron, son. Ah'm totin' mah cash in American Express Travelers Cheques."

You don't need a gun to protect your travel cash when you carry American Express Travelers Cheques. Convenient as cash and 100% safe, these cheques are the most widely accepted cheques in the world. Your signature is the only identification you need to spend them anywhere. And if they are lost or stolen, you get a quick refund.

Ask for American Express Travelers Cheques at Banks, Railway Express, and Western Union offices. Only 75¢ per \$100 . . . 40¢ per \$50 or less.

CONVENIENT AS CASH—100% SAFE!

**AMERICAN EXPRESS
TRAVELERS CHEQUES**

MOST WIDELY ACCEPTED CHEQUES IN THE WORLD!



STOCKINGS by

MOJUD® IN FASHION HARMONY COLORS

And there's LINGERIE by Mojud, too . . . for beauty above your hemline



HAPPY BOY, Johnnie Elmo, 5, of Terrell, Texas, went along to help his father pick cotton, but found it more enjoyable to loll in the stuff than pick it.

Time for a Toast ~

with *The Champagne of Bottle Beer*



Touchdown in the final minute of play — a fitting climax for a thrill-packed afternoon. The toast — with MILLER HIGH LIFE, of course!

When it's time to lift a glass in friendship —
make famous MILLER HIGH LIFE your choice.
You'll like this fine beer's *uniformly smooth* flavor.

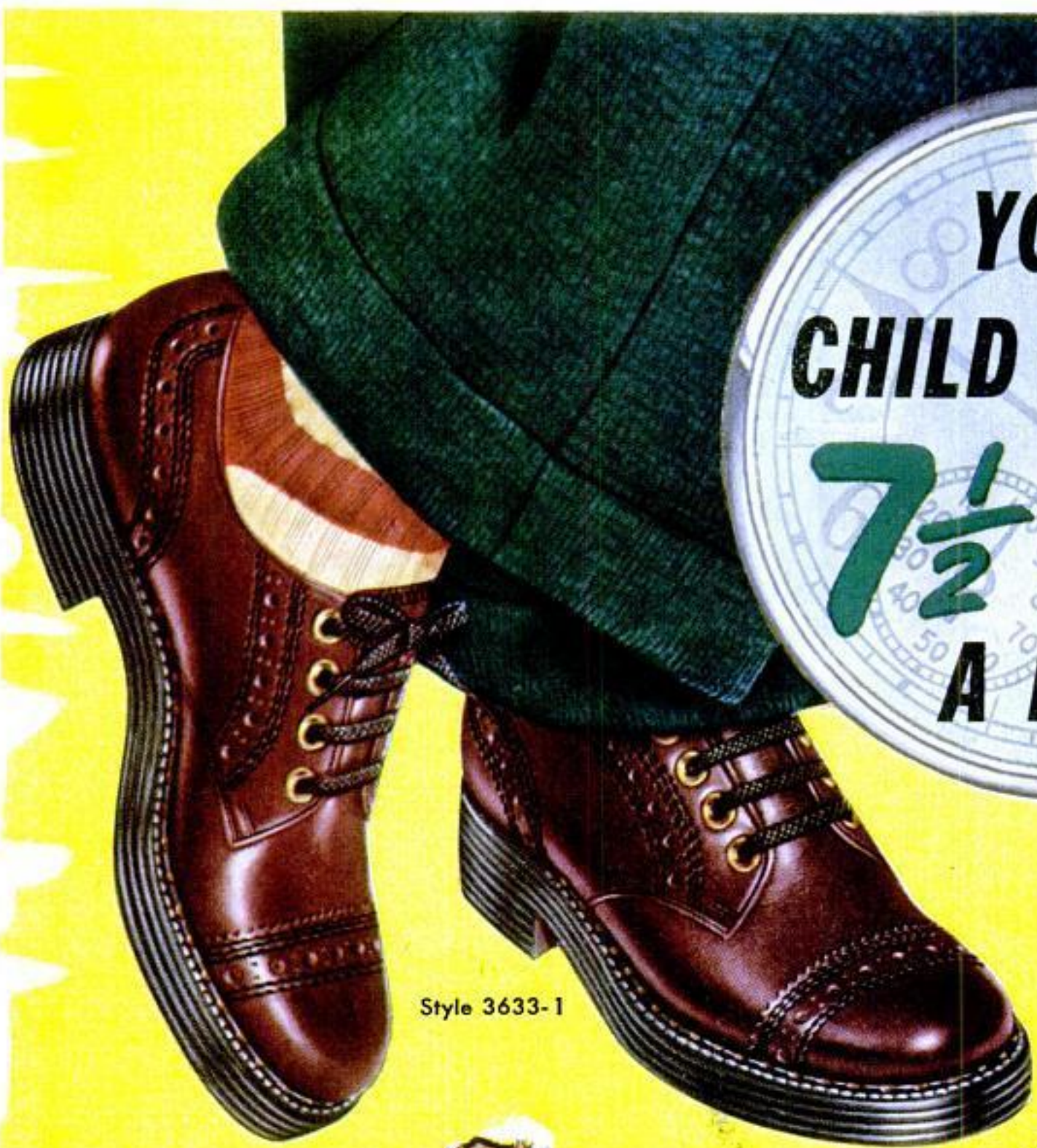
It is always mellow — never bitter. No wonder it's the beer
America is talking about — the national champion of quality.

Drink *your* toast with the Champagne of Bottle Beer,
MILLER HIGH LIFE. . . Brewed and bottled only by the
MILLER BREWING COMPANY in Milwaukee, Wisconsin.

ENJOY LIFE WITH MILLER HIGH LIFE



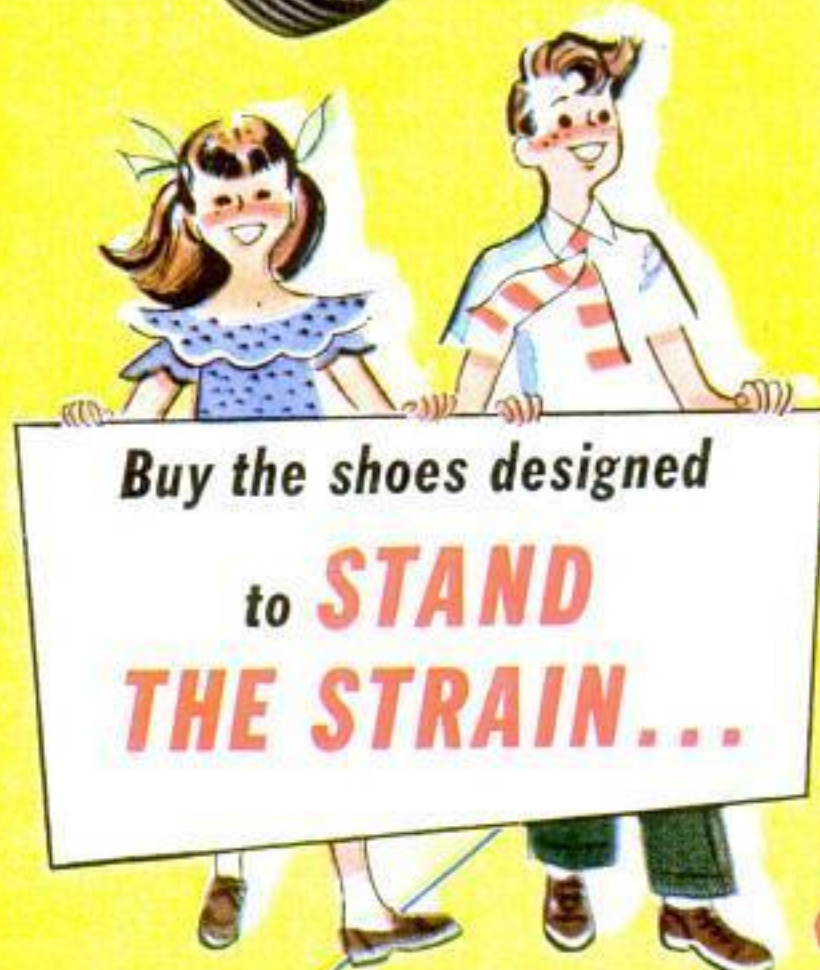
**YOUR
CHILD COVERS
7½ MILES*
A DAY!**



Style 3633-1



Style 3273



Buy the shoes designed
to **STAND
THE STRAIN...**

BUY

Red Goose

"BUILT FOR ACTION" SHOES

Flexible, to fit the fleetest feet—stout and sturdy, to stand the stiffest strain, Red Goose Shoes are truly BUILT FOR ACTION!

Exclusive design provides roomy support—helps growing feet. And extra reinforcements at points of strain help Red Goose Shoes hold their fit as they wear.

That's why wise mothers insist on Red Goose Shoes. And that's why boys and girls say, "Half the fun of having feet is wearing Red Goose Shoes!"

* Pedometer tests show that children walk and run an average of 7½ miles a day, at school and play, says Dr. Joseph Lelyveld, Chairman of the National Foot Health Council. Red Goose Shoes are built to take this punishment!

September is Child Foot Health Month, sponsored by the National Foot Health Council.



Red Goose
ACTION SHOES
for boys and girls

Also Friedman-Shelby Shoes



Style 3315



Style 3670



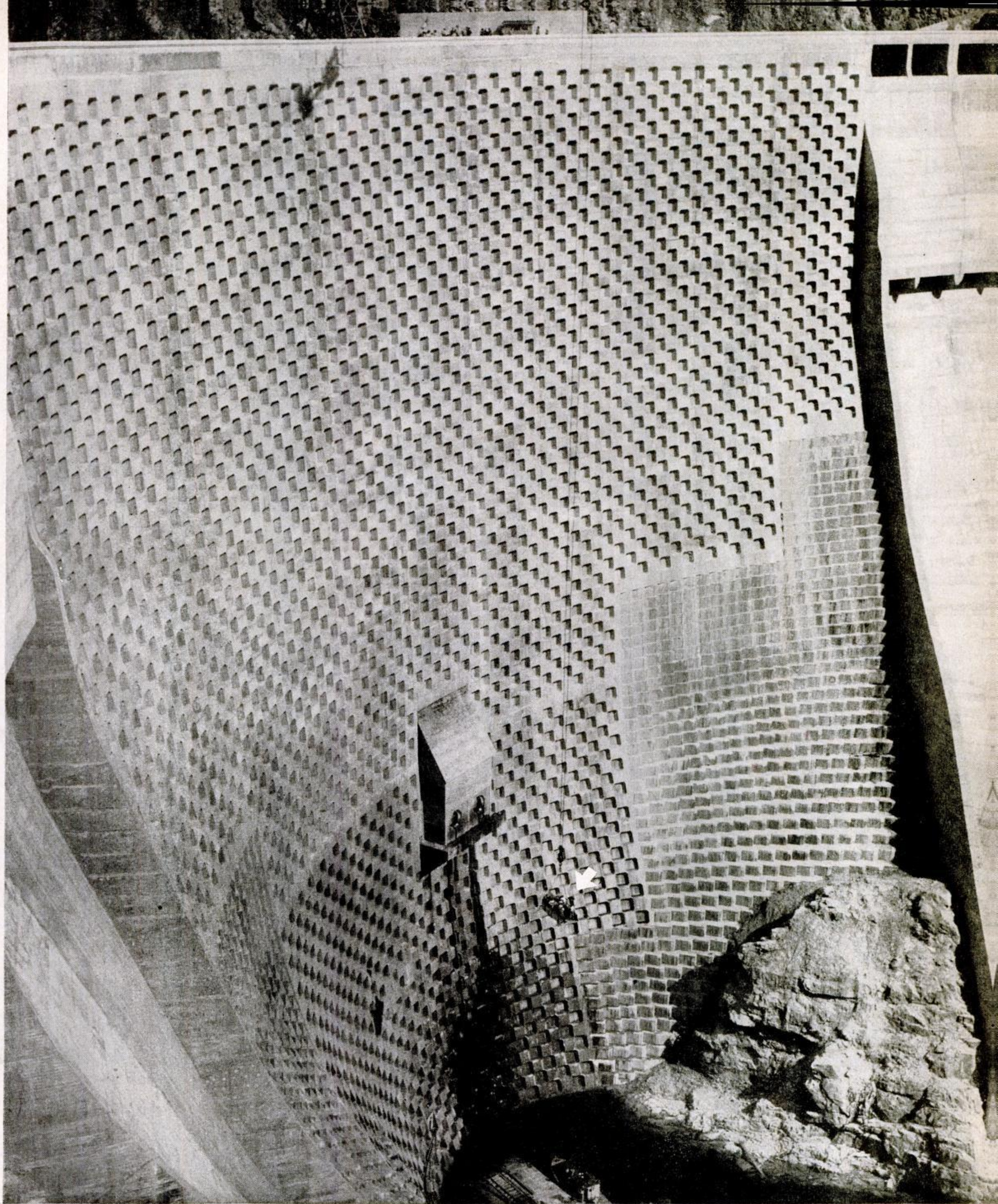
Style 3678



Style 3306

Consult your Classified Phone Directory or write for the name of your Red Goose or Friedman-Shelby Dealer.

RED GOOSE DIVISION • INTERNATIONAL SHOE COMPANY • ST. LOUIS 3, MISSOURI



WAFFLE-FACE DAM

It is fourth highest in the world

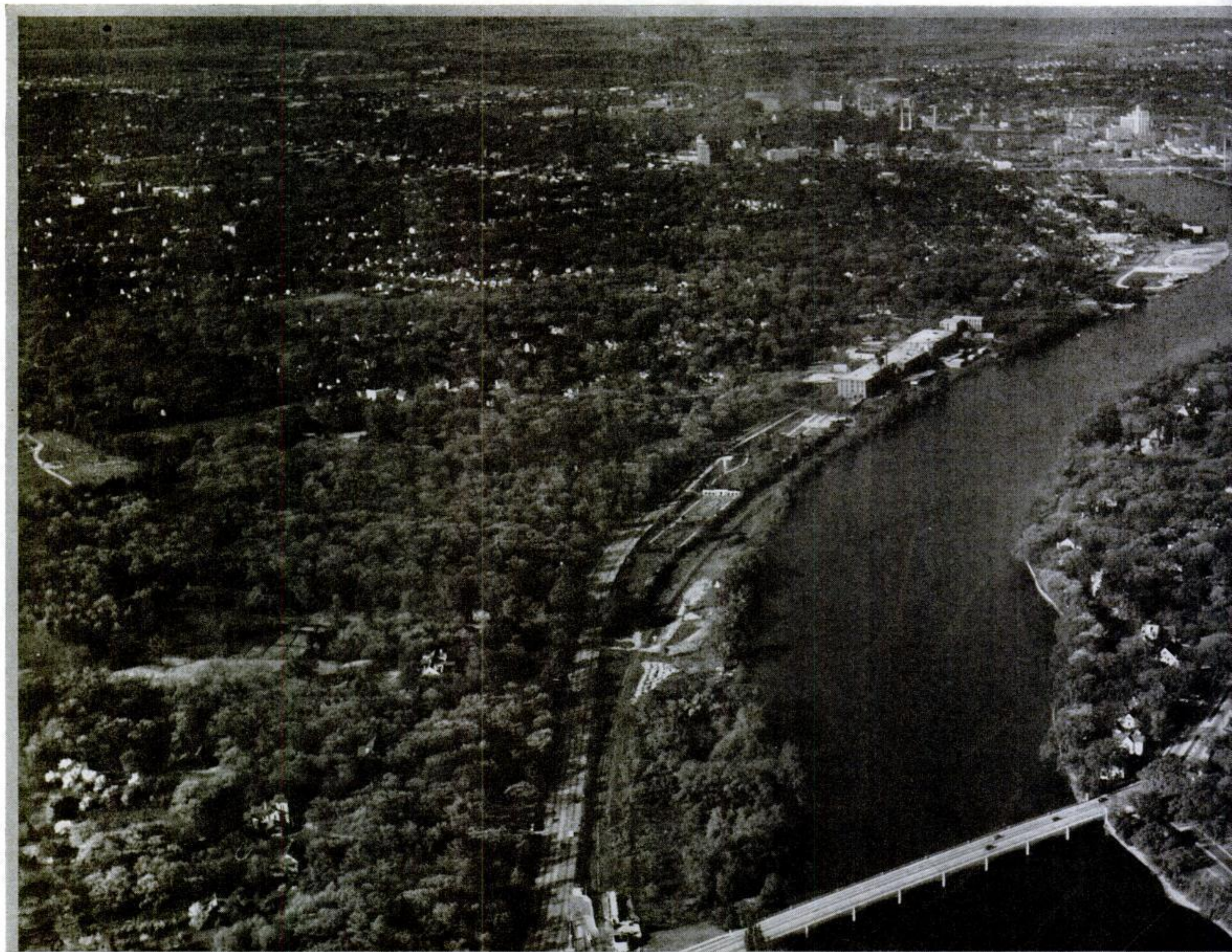
On the waffle face of the massive concrete wall shown on this page a party of 15 people (arrow) is being hoisted 520 feet to take part in the dedication of Ross Dam on Washington's Skagit River north of Seattle. A \$28 million monument to the late J. D. Ross, "father" of Seattle's municipal power system, the new dam is the fourth highest in the world,

ranking next to Hoover, Shasta and Grand Coulee dams. Eventually the dam will be raised another 125 feet. Then, to strengthen it for the bigger backlog of water, its 5-foot-square depressions will be filled by an added layer of concrete, and its face will be smooth. Ultimately the Skagit system will deliver nearly a million kilowatts of power to Seattle.

A sociologist looks at an AMERICAN COMMUNITY

He finds that Rockford, Ill. like rest of U.S. has six social classes

PHOTOGRAPHS FOR LIFE BY MARGARET BOURKE-WHITE



AERIAL VIEW SHOWS RIVER WHICH SPLITS ROCKFORD. FINEST HOMES ARE ON RIGHT BANK. ACROSS FROM THEM IN CENTER IS A GROUP OF FACTORIES.

ROCKFORD, ILL.—so named because it was founded at the site of a ford across the Rock River—is a pleasant, tree-smothered city 90 miles northwest of Chicago. It is as nearly typical of the U.S. as any city can be. Parking meters line the streets of the shopping district. A fleet of cabs lines up at the station to meet the seven daily passenger trains. On Saturdays farmers pour in from the surrounding county to shop while their children go to the movies or roller-skate at a rink across the street from C.I.O. headquarters.

There are many different ways of looking at a town like Rockford. Industrialists searching

for new factory sites are interested chiefly in finding adequate electric power and dependable workers. Pollsters ring doorbells to find what people's attitudes are on politics. Specialists like Dr. Kinsey look for information of another kind. Of all these roving, note-taking experts the hardest-working are the sociologists, whose systematic studies of the U.S. people, their problems and their habits are filling in a detailed picture of the American society. Their work is beginning to attract popular attention and John P. Marquand's best-selling novel, *Point of No Return*, is based partly on a contemporary sociological study named *Yankee City*.

The author of *Yankee City* and one of the best known U.S. sociologists is W. Lloyd Warner, professor of sociology at the University of Chicago. In a recent book, titled *Social Class in America*, Warner describes in detail the social structure of a typical American community which he calls Jonesville. Though most of its citizens do not know it, one of the three communities which make up Warner's hypothetical Jonesville is Rockford.

Like the other U.S. communities which Warner and his researchers have visited, Rockford is a gregarious town. It supports 63 churches and 375 lodges and clubs. But it also has its so-

SIX CITIZENS OF ROCKFORD



SAM SYGULLA



ALEX ARMATO



STAN WENTLAND



FRANK FRECH



JOHN HOLMSTROM



MRS. WALTER FORBES



THE BUSINESS DISTRICT IS IN CENTER AT TOP OF PICTURE

HOW SOCIAL STANDING IS SCORED

On the following pages LIFE uses a mathematical yardstick devised by Sociologist W. Lloyd Warner to explain the social positions of the six people shown above. It is not an arbitrary system but reflects, in a kind of shorthand, what Warner and his assistants have heard people throughout the U.S. say about themselves. When asked to talk about their social life and contacts with other people some of Warner's subjects said, for example, that they were anxious to move to a better part of town. Sometimes they mentioned that they had failed to make friends and felt out of place in a certain neighborhood. After Warner had gathered volumes of this kind of information he sorted it out and converted what he had learned about neighborhoods, homes and jobs and the values people put on them into the system shown below.

Warner's system is based on four major factors (symbolized by drawings below) of social prestige: 1) the house a person lives in, 2) the neighborhood in which he lives, 3) the type of job he holds and 4) the sources of his income. Warner rates each factor mathematically. The lower the total score the higher the subject's social class. A total score of 12 to 15 puts a person in the upper-upper class; 16 to 22 means lower-upper; 23 to 37 equals upper-middle; 38 to 51 equals lower-middle; 52 to 66 equals upper-lower; 67 to 84 equals lower-lower.



3

TYPE OF HOUSE is given a mathematical rating by Warner. It depends upon the size and condition of the house and the extent of landscaping around it. For example a trailer ranks low and an elegantly kept old house often ranks over a spanking new one.



2

DWELLING AREA or neighborhood is also rated. A person with an extensive, well-kept house in a rundown area would be averaged down in his social status because of his neighborhood.



4

OCCUPATION is rated according to the prestige generally accorded different jobs by people whom Warner has interviewed. Professional men like doctors and lawyers rate high; farm owners have higher status than tenant farmers; skilled workers rate over unskilled workers, insurance salesmen over auto salesmen.



3

SOURCE OF INCOME, and not the amount of it, affects social standing. Inherited wealth ranks highest, with earned wealth next. Then come profits, salary, wages and relief in that order. A grocer getting \$3,000 in profit from his own business ranks higher socially than a store manager who receives a \$5,000 salary.

TOTAL 12

TOTAL SCORE helps determine person's social position. Low score indicates high status. Sample here is upper-upper class.

cial schisms. Each of the clubs has its own clique of members. And Rockford's people talk about each other just as people do everywhere. They talk about their "country-club set" or "400," and about their local "riffraff."

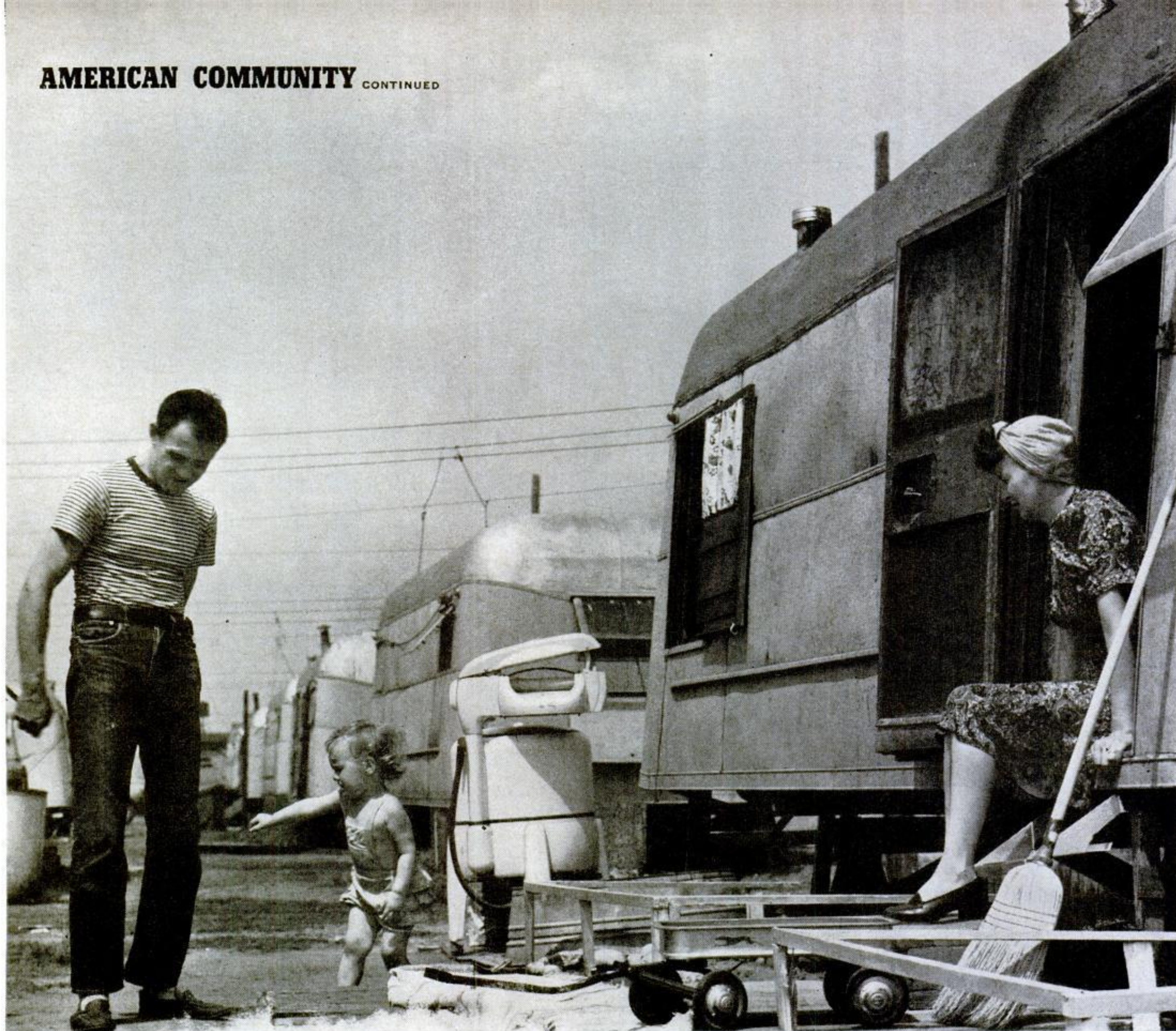
The six people whose portraits appear above represent a cross section of Rockford's 104,000 people. They include a transient worker (*left*), a grocer (*third from left*), a civic booster (*fourth from left*) and the matriarch of an old Rockford family (*right*). Each of them lives in a different section of town, has a different circle of friends, a different way of life and a different position in Rockford's community life. And each is a rep-

resentative of one of the six social classes which Warner has found to be the basis of U.S. society.

Each of the three generally recognized American classes (lower, middle and upper) is divided by Warner into subclasses which he calls "lower-lower," "upper-lower," "lower-middle," "upper-middle," "lower-upper" and "upper-upper." Warner's reason for this subdivision is that the social structure of the U.S. is too complex to be explained in terms of three groups. Within the middle class, for example, there are people who have just moved up from the lower class and others who are ready to move on into the upper class. This phenomenon of social

"mobility"—the opportunity to move rapidly upward through the levels of society—is the distinguishing characteristic of U.S. democracy and the thing for which it is famous and envied throughout the world.

Warner's study merely organizes into a sociological system (*chart, above*), and therefore helps to clarify, what every American knows but frequently forgets: his democracy is like a ladder. Anyone can climb it, but there are already some who have reached the rungs above and there are others who are coming up from below. On the next 10 pages LIFE shows what this imaginary ladder looks like in Rockford, Ill.



SYGULLA'S HOME is this trailer in a camp on the outskirts of Rockford. His neighbors include Negroes who are moving in to take unskilled jobs. Sygullas use

communal showers and have to carry water for their washing machine. They have a hot plate for cooking because gasoline stoves have caused recent trailer fires.



SYGULLA'S HOUSEHOLD consists of wife and daughter and a keeshond pup which Sam is sure is pedigreed. Family's chief recreation is playing cards in trailer.



LOWER-LOWER

Sam Sygulla and his wife Thelma moved to Rockford after the war. A semiskilled worker, an occupation category which rates 24 points in Warner's system (*left*), Sam has shifted from job to job and right now is working in a wood-products plant. Unable to find a house he can afford, he, Thelma and their 3-year-old daughter Karen live in a \$28-a-month trailer, a type of housing which rates 21 points on chart (*left*). It is parked in an old Army camp just south of the city limits (which scores 14 points for the Sygullas). Sam does not like the camp and he doesn't particularly like shop work: "It's too hot in the summer."

Sam and Thelma never graduated from high school. Their prize possessions—in lieu of diplomas—are framed copies of their discharges from the Coast Guard and Waves. Right now, in terms of his house and job and his social position in general, Sam is at the bottom of the ladder. But he has dreams. He is excited about an air-conditioning training program in Chicago, which he may join. If things don't work out he also has a plan to go to Rio de Janeiro. If he can make part of his dreams come true—and can overcome his educational handicap—Sam will have begun the slow but feasible climb upward.



21



14



24



15

TOTAL 74



AT HIS CLUB Alex straightens a ceremonial banner before his St. Mary's Society begins its annual parade to Mass. Later there will be fireworks from the club

lawn. Inside the clubhouse is a bar where Alex and his friends gather evenings to drink beer. Behind it is a court where they play *bocce*, an Italian bowling game.

UPPER-LOWER

Alex Armato came to the U.S. from Italy 35 years ago when he was 15. He intended at first just to visit, but the visit got longer and longer and eventually Armato decided to get married and stay. Now he lives in South Rockford ("the Italian section," 12 points) with his wife Bertha and two of his five children. The others are married and live nearby.

For 20 years Alex has worked as a skilled odd-job man (20 points) at the Gunite foundry. Mrs. Armato works in a radio-cabinet shop to supplement the family income. She belongs to no clubs, spends most of her time at home. Alex spends most of his spare time at the St. Mary's Society clubhouse. An Italian workingman's organization, St. Mary's has a \$22,000 fund, which it has amassed to help its members when they are sick or unemployed.

Alex has a better job than Sygulla, a better home (12 points) and a steadier grip on life. He is a happy, confident and relaxed man in the upper levels of what Americans generally call the lower class, and he will probably remain there. When Mrs. Armato sometimes complains that he does not worry enough about the future or think enough about their immediate problems he dismisses the prospect with a hearty laugh.



12



12



20



15

TOTAL 59



ARMATO'S HOUSE has seven rooms. It is in a neighborhood across the tracks from Rockford's main residential district. Negro families live on both sides of it.



IN THEIR GROCERY Stan and Jo Wentland restock counters before quitting late on a Saturday night. They have no help in the store, but their three sons

(bottom, opposite page) work afternoons and Saturdays for their spending money. One acts as the janitor, one makes deliveries and the third waits on customers.



A BADGE OF HONOR is the cap and gown worn by Jo Wentland (right, lower row) as a member of College Regents of Rockford's Loyal Order of Moose Lodge.

A former head of the local Moose auxiliary, Mrs. Wentland is one of 12 Rockford women who are entitled to wear this academic costume at special lodge ceremonies.



LOWER-MIDDLE

Stan Wentland is a solid representative of that large group in U.S. society whose members are often labeled "the common man." For 25 years Stan was a wage-earner like Armato and worked for stores like A & P and Kresge's. Two years ago, when he was 45, Stan made the big break and went into business for himself, buying a small, run-down neighborhood grocery. Now, with his own store (opposite page), Wentland has an income derived from his own profits and his social prestige has gone up. Living for the time being in a six-room apartment over his store rates him a notch lower (by 3 points) than Armato as far as "house type" is concerned. But his dwelling area (8 points) makes up for that, as does Stan's independent, free-enterprising occupation (12 points) and the source of his income (9 points).

Stan's attractive wife Jo spends most of her time helping him in the store, but she also manages to represent her family in Rockford's social life. She belongs to a monthly bridge club, bowls for the Round-Up Tavern in a women's bowling league and has a small business of her own selling cosmetics. She and her husband both belong to Rockford's lodge of the Loyal Order of the Moose, which has a membership of 2,900 Rockford men and 900 women. When he was local lodge governor Stan helped to redecorate the lodge building, which has a bar and dance floor. The Wentlands spend their evenings here occasionally after they close their grocery, but owning their own store has meant curtailing some of their social life. They must keep longer hours to compete with the volume-selling chains, and business so far has not been as good as they had hoped. However Jo and Stan think that the sense of personal accomplishment this gives them is worth the loss of free time and the risks of being their own bosses.



15



8



12



9

TOTAL 44



WENTLAND STORE is the only one in neighborhood. It was run-down when Stan bought it but he used savings to get new equipment.



WENTLAND FAMILY relaxes in the apartment on second floor of store while 15-year-old Tommy (right) describes his latest date.



UPPER-MIDDLE

When Frank Frech's parents came to the U.S. from Austria in 1903 they could scarcely read or write. Frank put himself through the University of Illinois and became a certified public accountant in Chicago. In 1944 he moved to Rockford to be comptroller of the Weiman Co., a leading U.S. furniture maker. Today, at 35, he has a good salary (12 points) as the assistant general manager and a vice president of Weiman (8 points). An up-and-coming civic leader, he is also president of the Rockford Chamber of Commerce, president of the Rockford Furniture Manufacturers' Association, a director of the National Association of Furniture Manufacturers and of the National Association of Cost Accountants. Despite these achievements, which show how the social ladder can be climbed, Frech is an unassuming man. He belongs to the Elks and the Knights of Columbus, but he has never tried to join a country club. His friends call him "highly respected but not the social type." Most of the time he is busy at the factory, where one of his chief responsibilities is dealing with the union and, because of his company's importance, setting the pace for Rockford's furniture industry in labor negotiations. Sometimes, to satisfy his craving for excitement and "to keep from acting like a stuffy wheel," he likes to roar his souped-up car over the highways around Rockford. His wife Lois, who is a former schoolteacher, prefers caring for the children to belonging to clubs, but she and Frank go to the Elks club on Saturday nights to dance and to play their usual excited, losing game of bingo.



6



6



8



12

TOTAL 32



AT THE CHAMBER OF COMMERCE Frech presides over committee meeting and toasts Rockford's plans to bring several new conventions to city in 1950.



LOWER-UPPER

John Holmstrom was 5 when his parents came to the U.S. from Sweden 49 years ago. About one third of the people in Rockford are Swedish. Most of them live close to each other in East Rockford, and many are connected with the city's big machine-tool industry. Holmstrom chose a different business. When he was 18 he went to work as a bookkeeper for the Skandia Coal and Lumber Co. in Rockford. Last year he became the company's president (4 points).

In many respects his story is similar to that of Frank Frech. But there are several facts about Holmstrom's present social position which put him across the border into Rockford's upper class. His type of house (3 points) and neighborhood (4 points) are generally considered to be upper class and his income comes not exclusively from salary, as does Frech's, but also from his profits as a stockholder in Skandia (10½ points). Holmstrom was once Exalted Ruler of the Elks. He was also president of the Chamber of Commerce and of Mauh-Nah-Tee-See—Rockford's third-ranking country club—from which he resigned many years ago to join Forest Hills, which ranks higher socially. "We went to a party at Mauh-Nah-Tee-See recently," says Mrs. Holmstrom, "and we didn't know five people." Holmstrom used to keep busy in winter with a steady program of reading. "I would pick some topic and then read everything I could find on it," he says. "One year it was Indians; one year it was the Civil War. Then last year I just got sort of tired of it. Now I read mostly whodunits and run my company."



3



4



4



10½

TOTAL 21½



AT FOREST HILLS COUNTRY CLUB the Holmstroms wait to tee off. Predominantly Swedish, Forest Hills is considered Rockford's No. 2 club socially.



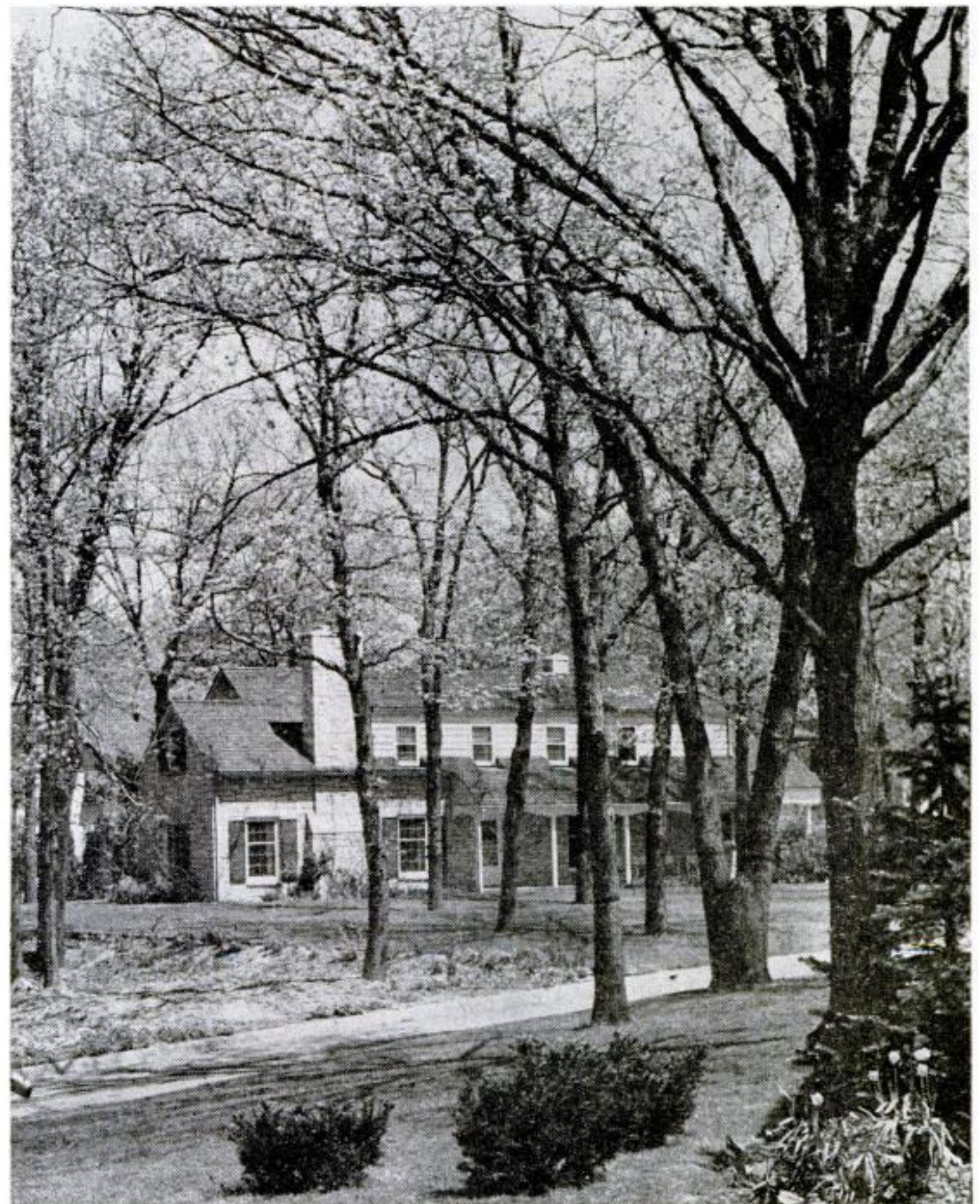
IN A FACTORY OFFICE Frech negotiates with union representatives. They are asking an additional bonus for worker who has completed new table.



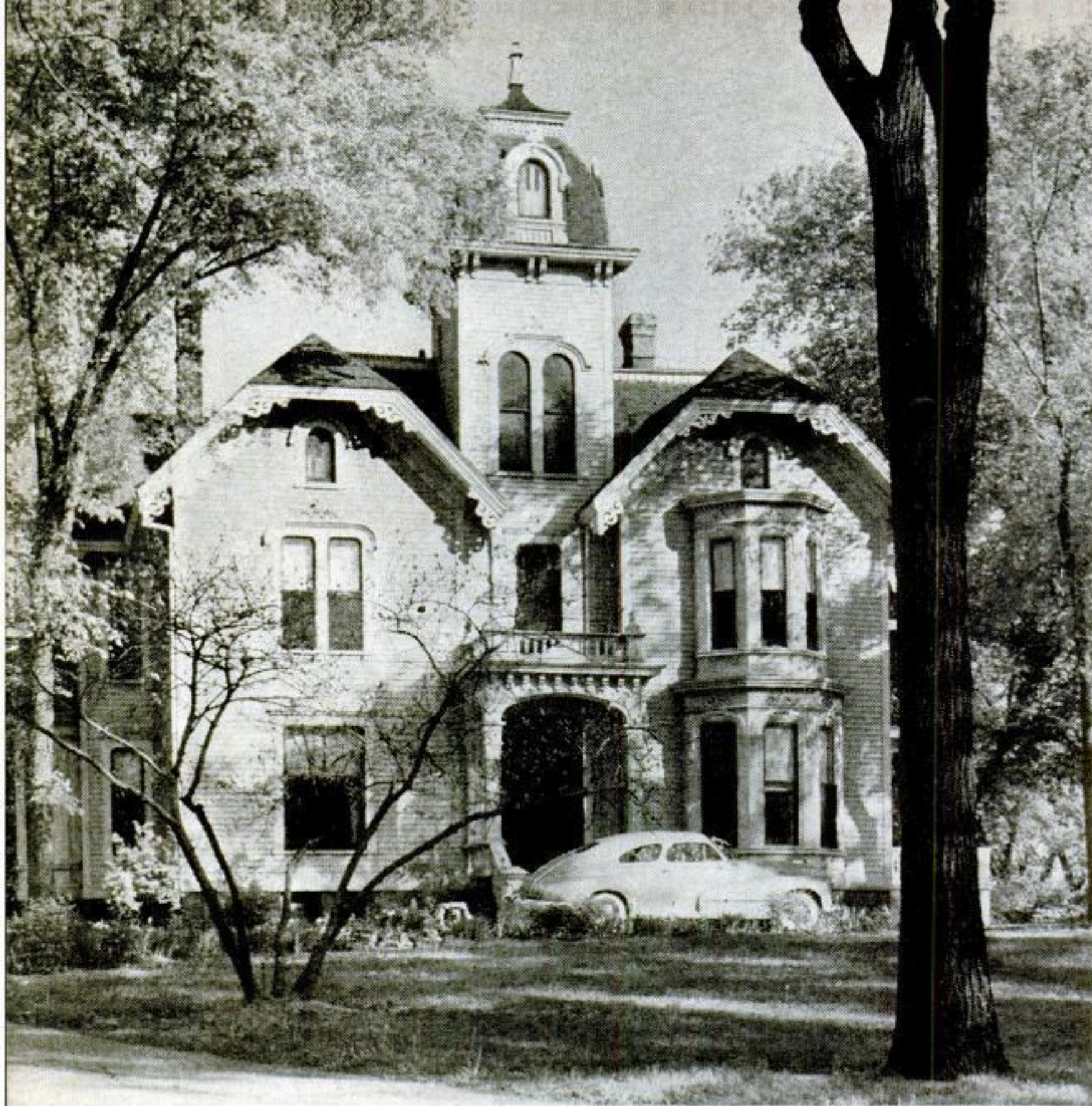
FRECH HOUSE, a seven-room residence (6 points), is located in suburban development called Rolling Green (6 points). Here Mrs. Frech sees her children off to play.



IN HIS OFFICE Holmstrom runs Skandia Coal and Lumber Co. Skandia is Swedish abbreviation for Scandinavian. Photos are of Holmstrom children.



HOLMSTROM HOUSE was built three years ago. House next door belonged to Italians with whom Holmstroms "never got acquainted" and who have just moved away.



THE OLD FORBES HOUSE (3 points) in the fine old residential area (2 points) was built in 1871. Other mansions nearby have been converted into clubs and museums, but Mrs. Forbes, who has lived there since her marriage, refuses to move.



FORBES FAMILY gathers at the home of Mrs. Forbes's nephew for barbecue on terrace overlooking the river. Below: Mrs. Forbes (on sofa in right foreground) meets with the Monday Club, an exclusive group of old-family Rockford women.



AMERICAN COMMUNITY CONTINUED



UPPER-UPPER

A stranger to Rockford who asks to meet its most representative people will undoubtedly be told, by almost anyone he talks to, that he should by all means meet Mrs. Walter Forbes: "She is every bit as sweet as she looks." "That's what all the elite ought to be like." "She is really Rockford." In this way Rockford's citizens have themselves placed Mrs. Forbes at the top of their social structure.

Her husband's grandfather, a Scotch molder, founded the Gunit Foundries Corporation in Rockford in 1854. Today, with her two sons and nephews, matriarchal Mrs. Forbes owns and runs (4 points) the business which they inherited (3 points). The foundry employs 550, many of them old workers like Alex Armato (*p. 111*) who are loyal to the company and respect the integrity of the Forbes family. Mrs. Forbes is also a founder of the local Community Fund, a member of the board of Rockford College, president of the Boys' Farm School, a member of the Rockford Woman's Club and of the Monday Club (*bottom left*), which is reserved for the daughters of Rockford's oldest families. She is a nominal Republican and her son Seely (*below*) was elected alderman and probate judge with Republican aid. The town's Old Guard respects her for her philanthropies and social work, and the younger crowd finds her a sympathetic and trusted adviser. Last year the Junior League had a minor crisis. It had passed a resolution favoring more state aid for needy children. Conservative members, anxious to avoid a political controversy, asked Mrs. Forbes to attend and help retract the resolution. Mrs. Forbes attended but warmly supported the welfare measure. Said one of her old friends with utter seriousness, "Marie, you're a traitor to your class." Mrs. Forbes thinks this story is very amusing.

	3
	2
	4
	3
TOTAL	12



MRS. FORBES PRESIDES at the chafing dish, making *crêpes Suzettes* for a party. Her son Seely, a local probate judge, who lives with her, watches at right.

MRS. FORBES LOOKS HER PART AS ROCKFORD'S GRAND OLD LADY →





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AMERICAN COMMUNITY CONTINUED



ROCKFORD SWEDES SING at meeting of Svea Soner, predominantly a lower-middle group. Members wear caps used by musical groups in Sweden.

WARNER AND THE

Professor Warner began his study of social classes 20 years ago. His *Yankee City*, a five-volume description of the mores of New England, is a 10-year-old classic. In it he outlined the boundaries of the six social classes which make up the U.S. society. With his rating system he has

been able to determine not only the social status of individuals but the average social rating of whole groups of people (*above*) who tend to join the same clubs and make most of their contacts with people of the same social class.

Americans have always thought of their society as being without class distinctions. They are right insofar as rigid economic barriers are concerned. But, as Warner has discovered, they are also becoming increasingly aware of the social differences in the U.S. today.



DR. WARNER talks about class surveys in Chicago office.

The daughter of an upper-middle-class merchant had this to say about her community when she was interviewed by one of Warner's assistants: "There's not supposed to be classes in this town, but actually there are. There's a higher

class and then there's a middle class and there's a lower class. Then there are those in between. Families like us are in between the higher class and the middle class. Income, I guess, is the main thing in class, but—well, it's more than that, too. Part of it is the way you use your money, and the way that you act and what you do in town. The things that you are in and stuff like that."

This girl's first sentence ("There's not supposed to be classes in this town, but . . .") is a typical example of an American attitude which disturbs Warner a great deal and which has caused him to spend so much time on his study. "We Americans have a dream of a perfect democracy, with real equality for all," he says. "And we are often reluctant to face the fact that we have not been able to achieve this ideal. We should not be surprised and we should not be hurt. The saving grace of the American social system is that our social positions are not fixed artificially, as they are in the so-called 'classless' society of Russia. The six citizens of Rockford whose ways of life have just been described are remarkable proof of the vitality of our system. Each, in his own way, is making the most of the mobility which our democracy affords."

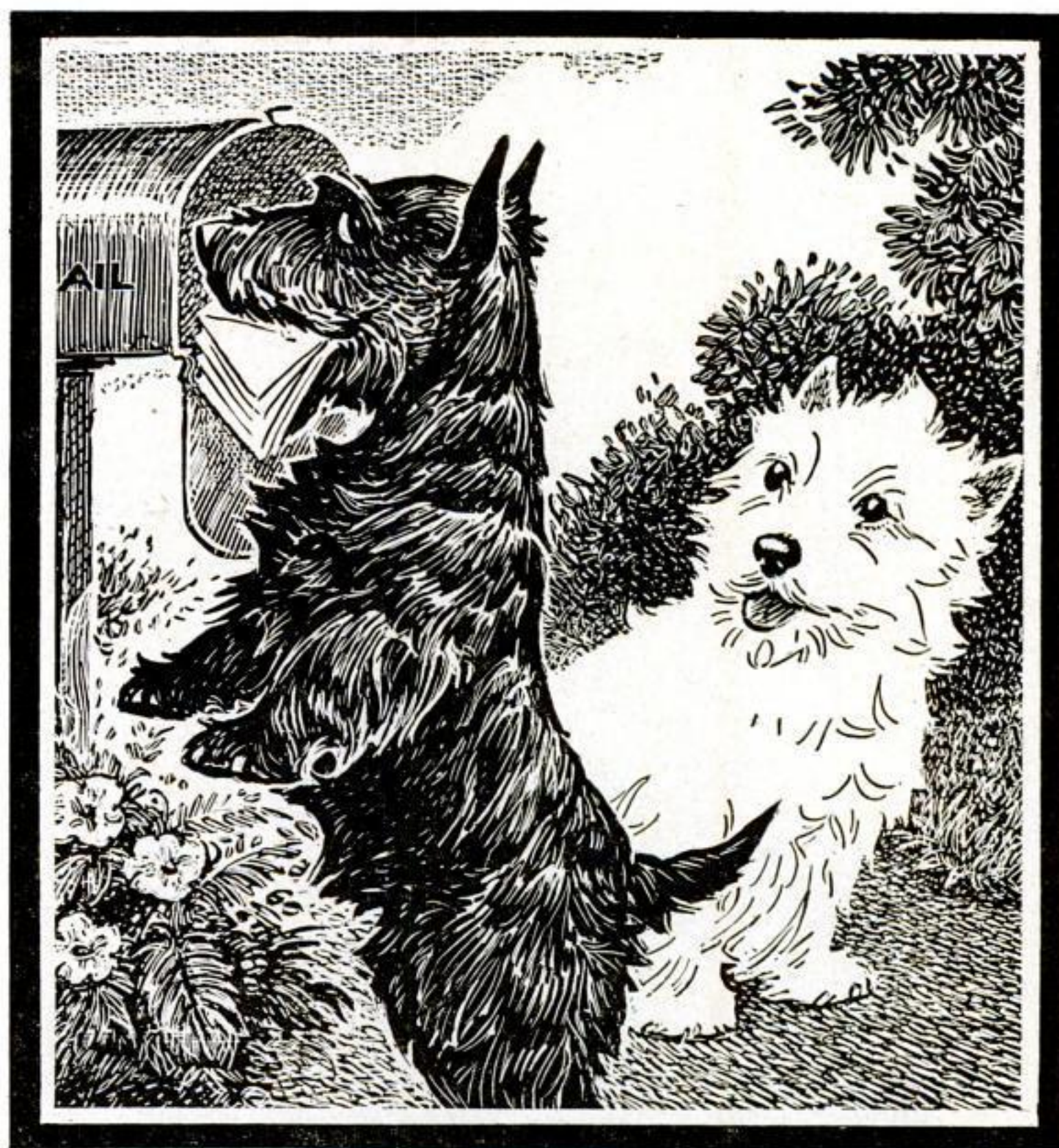


ROCKFORD SHRINERS SING Gay Nineties ballad at dress rehearsal of Chanters, Shrine glee club. Members come mostly from upper-middle class.

AMERICAN DREAM

Though Warner is convinced that social classes are the natural outgrowth of a healthy free-enterprise system, he is not so sure that this will always be so. The channels through which an ambitious American can move are changing and may be drying up. For one thing labor unions tend to freeze the chances of individuals. Warner puts it this way: "Where previously many laborers were interested only in their own mobility, they are working now for the advancement of the total labor group. In this process mobility is slowed down." At the same time many businesses which once rewarded enterprising foremen with positions of formal prestige now reserve these niches for the sons of management and college-trained technicians. "More and more top jobs in industry," Dr. Warner warns, "are being filled by men coming up from technical and engineering schools or from universities. The route up for them is no longer through a hierarchy of increasing skill as it was two generations ago. The prudent mobile man today must prepare himself by education if he wishes to fill an important job." In this age of technical wizardry and large-scale industry, the most prudent man will master a field like engineering or business administration to gain a maximum chance at promotion to the inner circles of management and planning.

Education, then, is the route by which a man can best get from rung to rung. But it is not always sure-fire either. "Despite our free schools, the educational conveyor belt," says Warner, "drops many lower-class children at the bottom of the route and carries those from the higher classes a longer distance." The U.S., he thinks, must look around and see if its channels are being kept open. This country was built from scratch because the way was left open for a man to move from the bottom toward the top as far as his ambition and ability could carry him. He had the freedom to find whatever level he thought it was worth trying for. Stan Wentland, Frank Frech and John Holmstrom are showing in Rockford that the process of mobility has been working fine. But if the people of Rockford and other communities are to keep moving, Warner warns, they ought first to understand the realities of their system. "The lives of many are destroyed because they do not understand the workings of social class. The two fundamental propositions of the American Dream are that all of us are equal and that each of us has the right to climb for the top. But no society with a large population can exist without a division of labor to perform the tasks necessary for its survival. And no society like ours can exist without a system of rank to channel this energy. Though all are not equal in ability, the Dream is still true. For given the tools, the education, the will to do and a little luck, we can start at the bottom and climb to the top."



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ON A NORMANDY BEACHHEAD, "Hap" Arnold, commander of the Army Air Forces, and Omar Bradley, then commander of the First Army, are obviously pleased

with what they found. Bradley has adhesive on his nose, which he skinned on a ship's bulkhead when coming across from England; he is now head of the Joint Chiefs of Staff.

"HAP" ARNOLD RECOLLECTS

THE HIGHLIGHTS OF 40 YEARS—FROM FLYING BY THE "SEAT OF THE PANTS" TO BOSSING THE WORLD'S GREATEST AIR FORCE

BY H. H. ARNOLD

GENERAL OF THE AIR FORCE, RET.

General H. H. ("Hap") Arnold, commander of the U.S. Army Air Forces in World War II, is famous as a raconteur. Here LIFE presents some of his stories and recollections of historic milestones in the growth of U.S. airpower. This article is taken from the general's autobiography, *Global Mission* (Copyright 1949 by H. H. Arnold), which Harper & Brothers will publish Sept. 21.

GOVERNORS ISLAND, where I was stationed as a second lieutenant of infantry in 1909, was New York's first "airport." In the fall of 1909 the great inventor Wilbur Wright appeared on our island in connection with the Hudson-Fulton celebration and took off on his "record-breaking" flight up the Hudson River, around Grant's Tomb and back.

Then—to win the \$10,000 prize offered by the New York *World*—another inventor named Glenn Curtiss landed on our flat island, having flown down the Hudson from Albany. I still have a photograph of Curtiss' plane passing West Point (p. 122). The older buildings look just as they do today. Only the plane itself suggests the changes that were to come.

Personally, in those days I was completely engaged in a project which took all my time. I was trying to get to be a first lieutenant. The Ordnance Department had no second lieutenants in it—first was the lowest—and ordnance vacancies had been announced.

I had just taken the competitive examinations for ordnance and was awaiting word of whether I had passed, when out of the blue an official letter arrived from the War Department. Would I be willing to volunteer for training as an airplane pilot?

Puzzled, I took the letter to my commanding officer. After reading it he said, "Young man, I know of no better way for a person to commit suicide!" It was a challenge. Gone were all thoughts relating to the Ordnance Department.

Thus it was that on a night in the third week of April 1911 I found myself on a train bound from New York to Dayton.

"A place called Simms Station"

BACK in the early 1900s, when the area surrounding Dayton, Ohio was not so thickly populated as it is today, there were many small farms—one in particular located about 9 miles out of town at a place called Simms Station. Later it was called Huffman Field after the well-to-do citizen who allowed the Wright brothers to use it for their experiments. It had a large thorn tree at one end, and at the other end a fairly large wooden shed. The balance of the field was clear of trees and bushes.

Every morning a man would arrive in a wagon, coming along the old Springfield Pike. He'd hitch his horses alongside the fence around the cow pasture and sit there and wait in the wagon until noon, and then he'd get out, untie his horses, turn them around and, slowly shaking his head, solemnly drive back to Dayton. The man was a local undertaker.

Wilbur and Orville Wright gave me a warm welcome. Nineteen-year-old Walter Brookins was still there—the only member of the original Wrights' exhibition team still around. (It was not long after this that Brookins made his famous remark, "I would rather be the oldest living pilot in America than the best.") While I was there I met Calbraith P. Rodgers, who made the first transcontinental flight from New York to Los Angeles. It took 60 days to complete, with a train bearing a traveling machine shop following along across the continent and making repairs on the plane each night.

I still have the official summary which Al Welsh, my instructor, turned in to the Wright Company on my training. The first date is May 3, 1911. In the line reporting Lesson No. 1, Al notes that the flight lasted seven minutes and that he carried Lieutenant Arnold as a pupil. "Rough," he says under REMARKS. "Just rode as passenger."

The next lesson lasted only five minutes; the remarks were the same.

But the day following, with 12 minutes in the air, my first operational experience was described: "Hand on elevator." At the end of Lesson No. 27 I "landed without assistance," and as we came in from Lesson No. 28, I again "landed without assistance." I was an aviator!

The only instrument used on airplanes when I began to fly was a piece of string tied to the front crossbar on the skids. When it stood out directly to the rear everything was O.K. When it drifted to one side or the other the plane was in a skid. That piece of string was a wonderful instrument. However, in time, the inevitable happened. Someone came out with an electrical tachometer to indicate to the pilot in his seat the exact speed of the engine expressed in "revolutions per minute." Would the aviators accept such a thing? Not a bit of it! Such devices would make them "mechanical" pilots. They had been flying by the "seats of their pants" so far, and they didn't want any change.

\$50 a ride

After completion of his training as a pilot Lieutenant Arnold was assigned to the air arm of the Army Signal Corps.

DURING 1911 we were encouraged to attend the civilian air meets. Army and Navy pilots were required to pay their own expenses at these meets—not always easy on \$141.67 a month. Once, after a show at Nassau Boulevard on Long Island, I was so broke I didn't even have enough money to get back to my hotel in New York. It was beginning to rain. I arranged for a friend of mine—he was 6 feet 3 and had a voice like a Coney Island barker—to move through the crowds calling, "Flights can be arranged here with Lieutenant Arnold!"

A regular queue began to form. The people were not discouraged to hear that the price of a ride would be \$50. The first man climbed in, and I took off. But the rain was getting heavier. I therefore swung back to the field and landed, taxiing right into the hangar. All the time I was wondering whether or not I could ask payment for such a short hop. However, when my passenger extended a \$100 bill and said, "It's the usual price, I presume?" I was so broke that I didn't refuse. My tall friend ran to a hotel a mile away, through the rain, to get change. I gave my passenger back \$50, paid my friend his agent's fee and took the train to New York. Seventeen years later, at a cocktail party in Washington, I thought I saw a familiar face. It was my passenger at Nassau Boulevard—Congressman Robert Low Bacon of New York, I was informed. We were introduced, and the congressman instantly remembered. He turned excitedly to his friends and told them a story about a wonderful but dangerous flight. As I listened, I quietly put five \$10 bills back into my wallet. "I was going to pay you back that fifty," I told Bob Bacon. "It's bothered me for years. But after hearing your story of that flight, I realize it must have been worth every cent of the fifty."

Disappointment in World War I

MY ambition to take an air outfit to France during World War I was never realized. In a sense it remains a disappointment to this day. During World War II, in Washington, I deliberately deprived myself of the aid of a whole series of fine chiefs of staff and valuable topflight advisers, so that these men would not miss out on wartime experience that I never had.

GAY YOUNG THING:

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and mustard!

WORLDLY-WISE ONE:

You mean hot dogs
and good mustard!



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If you like fine mustard, this is for you!
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tantalizing dash of horseradish—blended
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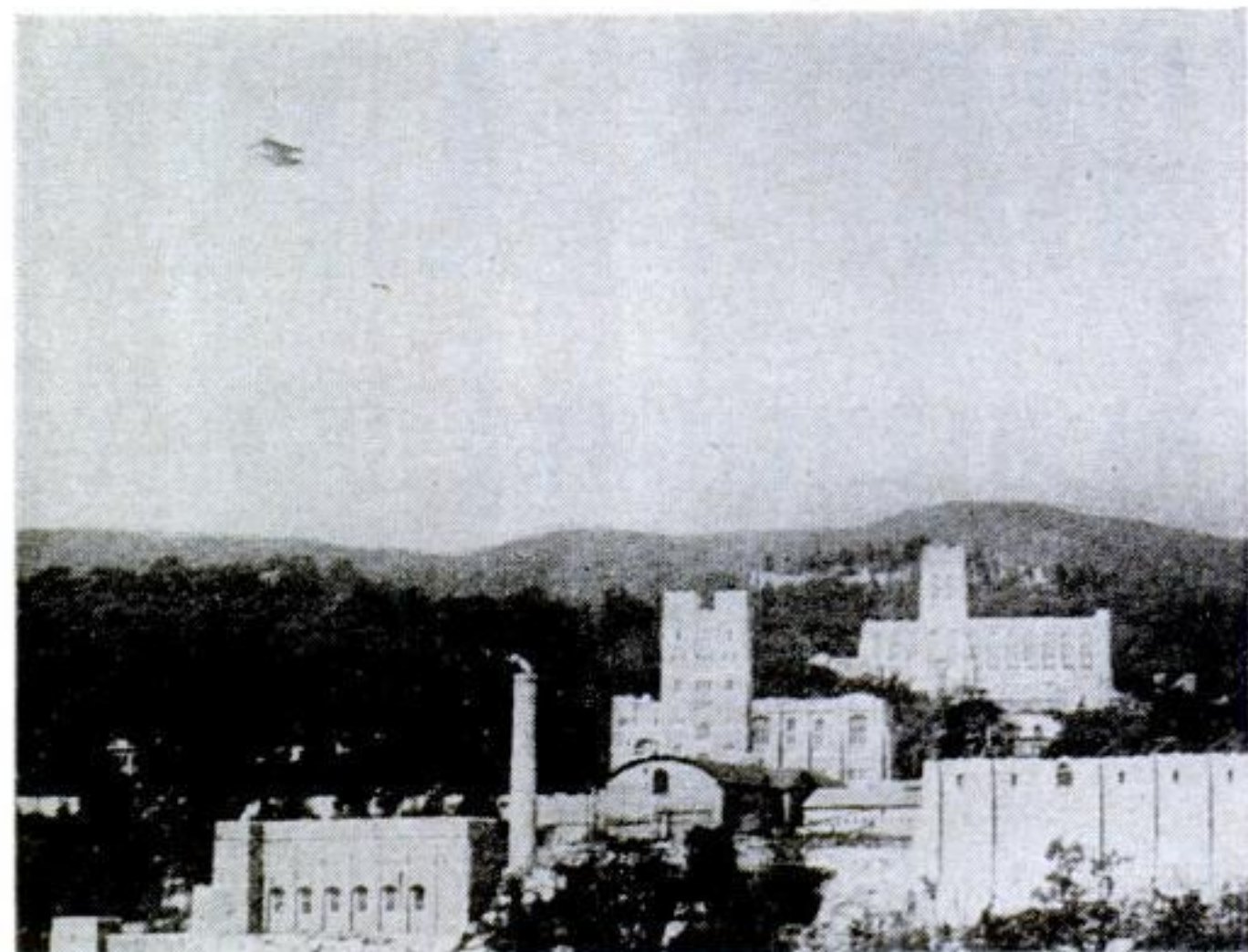
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HISTORIC PHOTOGRAPH shows Glenn Curtiss flying past West Point making first Albany to New York flight in 1910. Picture is in Arnold's collection.

"HAP" ARNOLD CONTINUED

I was always asking for transfer overseas, but my requests were always turned down. I remained stuck in an assignment which left me, for most of the war, the second-ranking officer in the War Department's air division and, for the greater part of those 18 months, the senior officer in Washington with wings.

When I was informed in September that General Pershing was interested in the possibilities of "The Bug" (p. 126), I decided to take over the details immediately to demonstrate it to him. Arriving in New York in the midst of the influenza epidemic, I boarded the S.S. *Olympic*, ostensibly as commanding officer but actually coming down with pneumonia.

Before I passed out of the picture completely I had just time to call Major Reuben Fleet to my cabin and explain to him that a telegram had been received from General Pershing stating that of all the troops moving overseas, the air service officers and chaplains presented the worst appearance and were the most undisciplined.

The next thing I remember clearly was being put into an ambulance on the dock at 10 o'clock at night, in a drizzling rain, and starting for a hospital right outside Winchester. Not a sound was heard until a faint murmur reached us from ahead. It was Major Reuben Fleet, marching his chaplains and air corps officers from Southampton to Winchester in the rain, in the dark, at 11 o'clock at night. "One, two, three, four. Damn you, chaplains, keep in step! One, two, three, four. Damn you, chaplains, keep in step!"

The court-martial of Billy Mitchell

To airmen the most important event between World Wars I and II was the court-martial of Billy Mitchell. For years Mitchell had been a tireless and, to the tradition-minded men at the head of the War Department, tiresome propagandist for air power. His public criticisms of War Department policy cost him his post as assistant chief of the Army Air Service and finally provoked his superiors into ordering a court-martial for him in 1925. He was charged with insubordination.

BILLY was licked, of course, from the beginning. No matter what was said about "air power being on trial"—as it was, at times even in the eyes of the prosecution—the thing for which Mitchell was really being tried he was guilty of and, except for Billy, everybody knew it and knew what it meant.

The thing I remember best is the way veteran airmen who suddenly appeared there at Billy's side from all over the country played up to him like an alert football team up against big odds but following the ball for the breaks. Before the prosecutor could even say "I object!" one of us would have jumped in with the statement the prosecutor didn't want to hear. "What would happen to Hawaii if such a refusal (referring to lack of cooperation between the Army and the Navy) came in time of war?" Quickly: "It would result in the capture of Pearl Harbor!" . . . "So you believe that the organization of the tactical units of the air service is being retarded by the War Department?" Promptly: "I do!"

Billy himself was in strong form at the trial, often putting the prosecution and even the court on the defense. He could be as affable

CONTINUED ON PAGE 125

Which one is getting the best night's sleep?

No matter how you sleep or what you weigh—you sleep your best on an Englander. Here at last is the mattress that fits every sleeper—every sleeping position.

This is the mattress that cradles you, cuddles you, hugs you, snugs you, cushions and comforts you.

You can roll, you can turn, you can twist. You can sleep on your back or your stomach. You can sleep like a ball or a stick. Every sleeping position is as deeply, splendidly, luxuriously comforting as another.

For Englander is the mattress that follows you around, acts as though it were part of your body. You sleep in luxury—you sleep in health . . . when you let an Englander take over!



Englander
AMERICA'S MOST LUXURIOUS
mattress



**For those interested in mechanics:
the Englander Red Line principle
works like this**

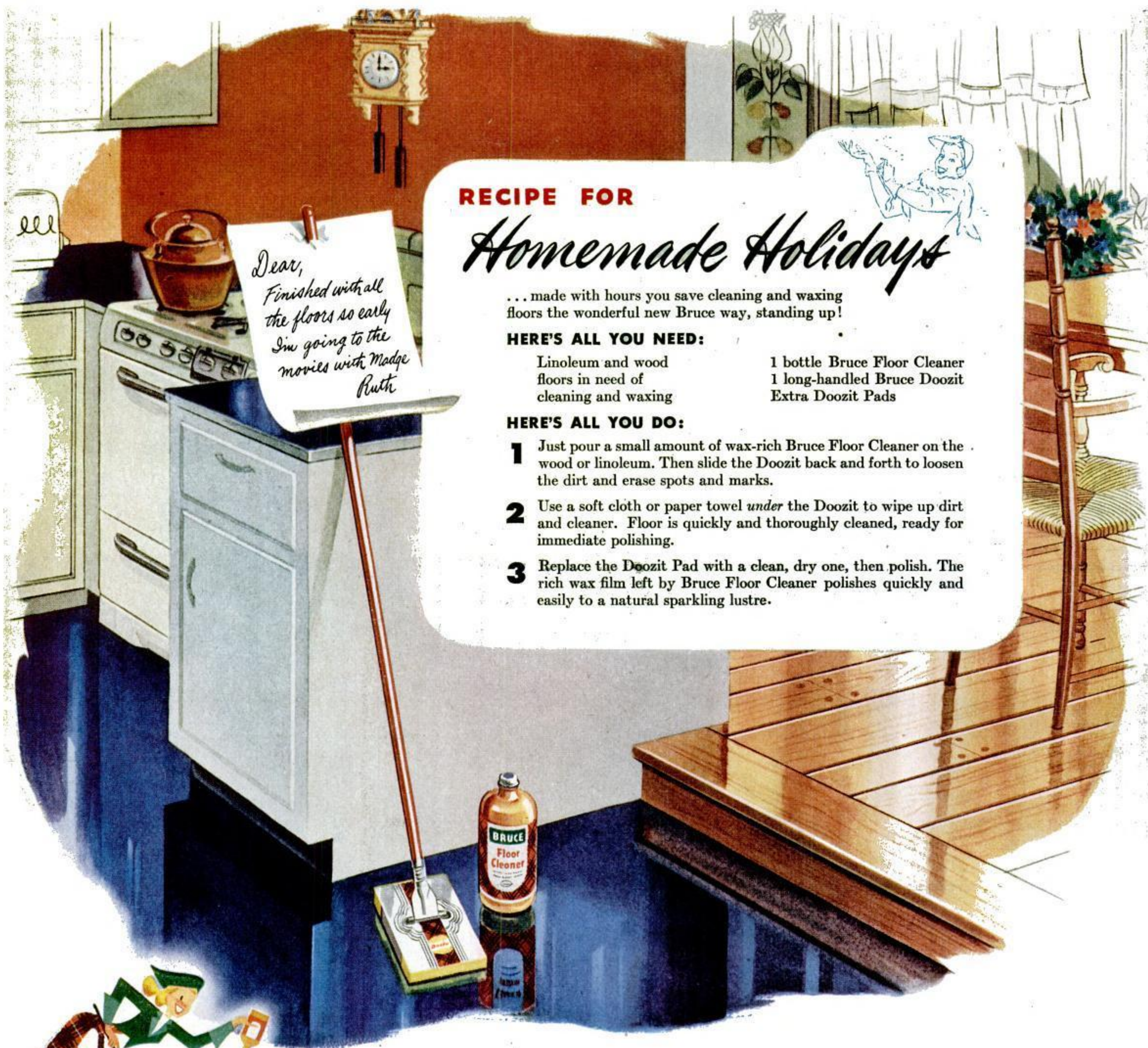
No other mattress has spring construction like this. Springs are joined *only* at the center by flexible steel bands. That means each spring in the upper half is free to move when you move. The lower half of the mattress acts as a unit—gives you the firm, healthful support doctors recommend.



Now at a price millions can afford—
Other Englander Red Line mattresses
(twin or full size) or matching box
springs to \$79.75. All guaranteed for
ten years.

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... made with hours you save cleaning and waxing floors the wonderful new Bruce way, standing up!

HERE'S ALL YOU NEED:

Linoleum and wood floors in need of cleaning and waxing

1 bottle Bruce Floor Cleaner
1 long-handled Bruce Doozit
Extra Doozit Pads

HERE'S ALL YOU DO:

- 1** Just pour a small amount of wax-rich Bruce Floor Cleaner on the wood or linoleum. Then slide the Doozit back and forth to loosen the dirt and erase spots and marks.
- 2** Use a soft cloth or paper towel *under* the Doozit to wipe up dirt and cleaner. Floor is quickly and thoroughly cleaned, ready for immediate polishing.
- 3** Replace the Doozit Pad with a clean, dry one, then polish. The rich wax film left by Bruce Floor Cleaner polishes quickly and easily to a natural sparkling lustre.

"the easiest floor care ever!" . . .

Bruce Floor Cleaner and the Bruce Doozit clean as you wax, **standing up!**

It'll seem like a holiday every time you clean and wax this wonderful new Bruce way! Without a moment's scrubbing, your linoleum or wood floor gets sparkling clean, lustrously waxed—you don't even soil a hand. And because Bruce Floor Cleaner is a *waterless* combination of effective dry cleaning agents and rich waxes, you safeguard the lifetime and beauty of your floors at the same time. Bruce care is economical, too. The handy Bruce Doozit is only \$1.89 complete with pad. Extra pads are 19c each. Wax-rich Bruce Floor Cleaner is 68c a quart and \$2.10 a gallon. Get the Doozit and Bruce Floor Cleaner today. And *your* holiday from scrubbing will start right away!



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• Also Terminix, Lumber, and Furniture Parts



IN 1911 Arnold flew Wright plane at College Park, Md., where he was stationed after he became a pilot. He held the 29th flying license issued in the U.S.

"HAP" ARNOLD CONTINUED

with a foe or a judge as with a friend, but he was a hard man to make peace with. He was a fighter, the public was on his side, he was righter than hell and he knew it, and whoever wasn't with him 100% was against him.

Everybody knows how it ended. To find the sentence it wanted, the court had to go back to post-Civil War days to the punishment of another military firebrand, George Armstrong Custer, who was also "deprived of his command and given half of his pay for a period of years." Billy was suspended from all military duties as well. There was nothing left for him to do but resign from the Army.

Into the doghouse

On the 29th of September 1938 General Arnold was appointed chief of the Air Corps, which was later to become the Army Air Forces. One of his biggest headaches was handling requests from foreign governments for permission to inspect and purchase American planes.

EARLY in December 1938 a French mission came to the U.S. and wanted to look at the new and still highly classified Douglas A-20 attack bomber. The Frenchmen went directly to the Secretary of the Treasury, perhaps because of Mr. Morgenthau's "over-all" procurement function regarding many of our governmental supplies and those going abroad.

The first I heard of the deal was when, following a visit from Mr. Morgenthau to the Secretary of War, I received an order to clear the French commission for "100% cooperation" at the Douglas plant in Los Angeles.

On Jan. 23 all hell broke loose. The Associated Press broadcast a story about an experimental model of America's most modern light bomber crashing, killing its pilot and injuring its mechanic and a passenger identified as Monsieur Chemidelin, a technical adviser to the French Air Ministry.

At a meeting of the Senate Military Affairs Committee on Jan. 24, when I was defending Air Force estimates for the coming year, Senator Bennett Clark and the rest of the committee (some of whom were outstanding isolationists) were understandably hostile to such apparently highhanded procedure and disregard of approval policies. I explained as best I could, but it wasn't good enough. "Does the Secretary of the Treasury run the Air Corps?" "Does he give orders about Air Corps procurement, etc., etc.?"

The next blast came when, having read the teletype of the Senate committee's meeting, the Secretary of the Treasury hit the roof. "It was *Arnold* himself who signed the order!" he pointed out. He lost no time apparently in going to the White House with his story.

At the White House soon thereafter, in spite of our pleasant relationship before, I felt that I was about to lose my job. In the presence of the key military and naval personnel from the two secretaries down, the President, looking directly at me, said there were places to which officers who did not "play ball" might be sent—such as Guam.

The responsibility for building up an Army air force was not that

CONTINUED ON NEXT PAGE

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TYPES OF ATHLETE'S
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FOR FLEAS—Sergeant's SKIP-FLEA® Soap for the bath—Sergeant's SKIP-FLEA Powder dusted on regularly between baths. Both kill and repel fleas.

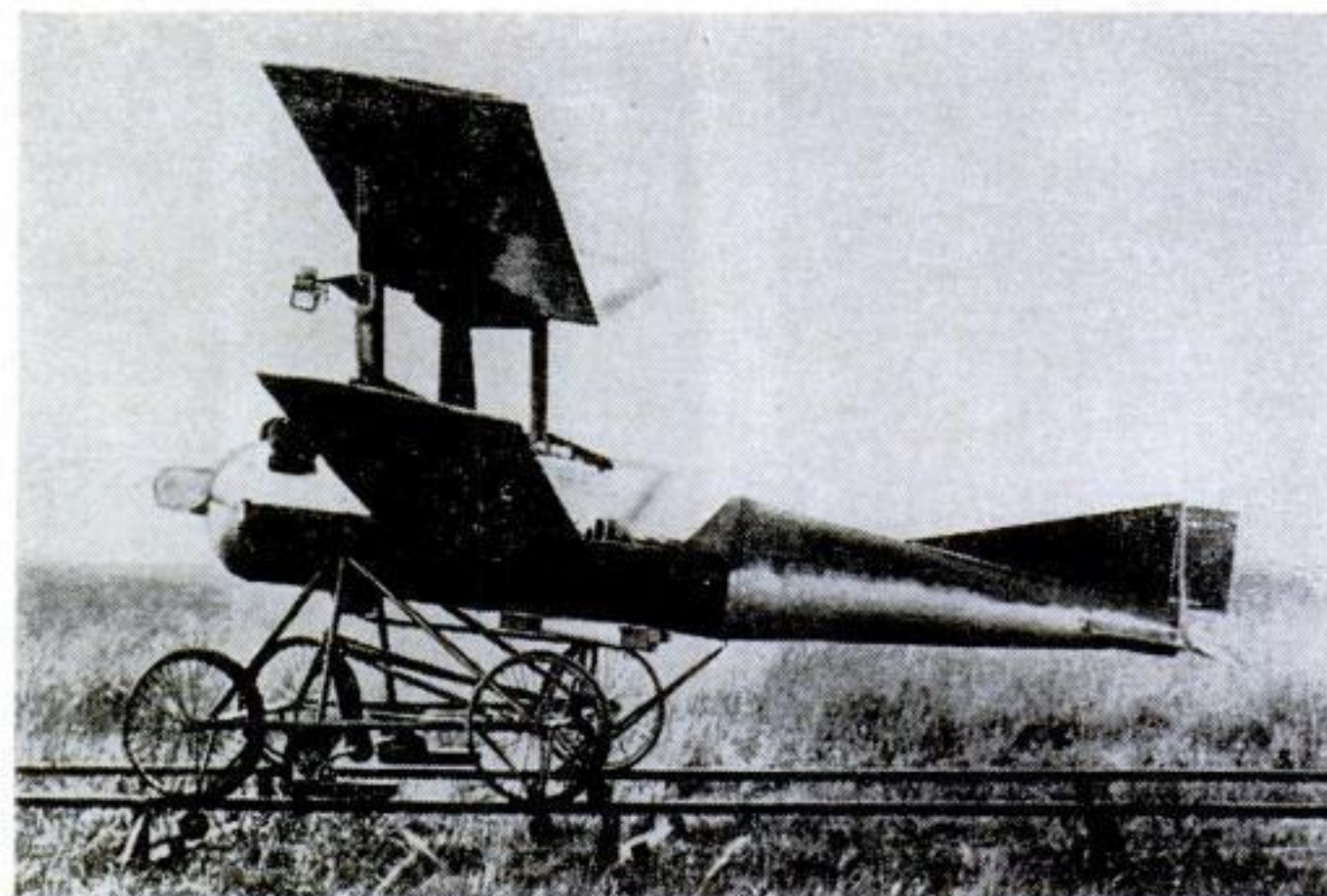
FOR THAT ITCHING SKIN irritation sometimes called "summer eczema," soothing Sergeant's Skin Balm brings quick, healing relief.

FOR WORMS... which may prove fatal and which infest nearly all puppies and most grown dogs... Sergeant's SURE SHOT® Capsules for large dogs—Puppy Capsules for pups and dogs under ten pounds.

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Sergeant's* DOG CARE PRODUCTS



"THE BUG," a pilotless plane which was forerunner of German V-1, was developed by the U.S. in 1917-18 but never used, although it flew successfully on four test flights. Arnold and Inventor Charles Kettering were among those who worked on it. "The Bug" carried 300 pounds of explosive, cost \$400 to build.

"HAP" ARNOLD CONTINUED

of the Secretary of the Treasury. It was mine. It was a job that was still ahead of me, for at that time we had no air force.

Regardless of all those practical principles, the fact was that I was "taboo" at the White House for a long time.

Out of the doghouse

NINE months had passed since that unhappy meeting in President Roosevelt's office. At last I was invited to a small dinner at the White House. The President was sitting beside a table upon which the fixings for cocktails were set out.

"Good evening, Hap," he said. "How about my mixing you an old-fashioned?"

"Thanks, Mr. President," I replied, "I haven't had one for about 20 years, but I assure you I will enjoy one with you tremendously."

I was out of the doghouse.

"And there was the king"

In the spring of 1941 General Arnold made an official visit to England. One day he received an unexpected communication:

OUT of the blue I was told the king would see me at 12 o'clock noon. At once I was bombarded with instructions on etiquette. At Buckingham Palace I was conducted on a long walk through the corridors; then I entered a room and there was the king.

We shook hands, sat down before an open fire and talked. There were no embarrassing pauses—King George is a wonderful conversationalist. He was the kind of man I always imagined the British king would be.

After I had been with him for over 45 minutes, it occurred to me he must be a busy man and I should get out. I suddenly realized I didn't know how. Everybody had told me how to go *in* to see the king, but no one had said a word about how I was to get out. Finally I just got up and said, "Sir, I know you are a very busy man so I will leave." He shook hands, with his affable smile, and though I thought it was rather strange that there was no escort to take me back through the long, chilly corridors, I didn't realize my crime until I arrived at the anteroom. "My God, Arnold! You don't leave the king! Not ever! The king always leaves *you*!"

The missing solenoids

AT the time of Pearl Harbor we had en route to the Philippines a ship loaded with 52 dive bombers. The ship was redirected to Townsville, Australia. At Townsville there were no trained mechanics available to uncrate and assemble them. The inexperienced men at Townsville did not know that the solenoids which controlled the firing of the guns on those airplanes were in boxes nailed to the inside of the crates, although the packing list on each crate gave the contents. After the planes were taken out of the crates, the crates were thrown on a trash pile and burned. Thus, with the assembly completed, there were no solenoids to be found, and the pilots couldn't fire the guns. Immediately radios and cables started com-

ing to the U.S. demanding solenoids, so that they could put the planes into action and help MacArthur. And almost every day I was asked by the White House or by the Secretary of War for a report on what I was doing about those solenoids.

One day the Secretary of War called in Bob Lovett. "Bob," demanded Mr. Stimson, "where are those things you need on those airplanes? Those things you need to make the airplanes shoot properly—oh, what's the name—hemorrhoids! Where are those hemorrhoids anyway, Bob?"

Luxury hotels for training schools

In World War II the Army Air Forces had to expand in a great hurry. There was a crying need for officers; to get them the air force had to set up its own training camps.

EVERY time I asked when we could establish an Officer Candidate School I was told, "Well, it will take six or eight months to build the schools; then it will take another six or eight months to get the necessary instructors and books," and before I got through questioning, a year was accounted for and I didn't have plans for starting my school.

I stood this for some time, until February 1942, when I called a conference of the training specialists at my headquarters in Washington. While the officers were sitting and wondering what my next move would be, I called my secretary and said, "Get me General Miff Harmon, down at Shreveport, Louisiana."

In a few minutes Miss Adkins sounded my buzzer.

I picked up the telephone and said, so that everybody could hear, "Is that you, Miff? O.K. How long will it take you to get me L.S.U. [Louisiana State University]? You think you can get it for me in three or four days? I want to get a place like that to establish an Officer Candidate School, and we may have as many as two or three thousand candidates—maybe more than that before we get through. But you think you can get it for me in three or four days? Well, that's wonderful, Miff. Thank you very much!"

I hung up the receiver and said, "Gentlemen, you see what you can do when you have the will to do?"

Whereupon General Walter Weaver jumped up from his chair and said, "May I be excused? I want to leave right away and go down to Miami!"

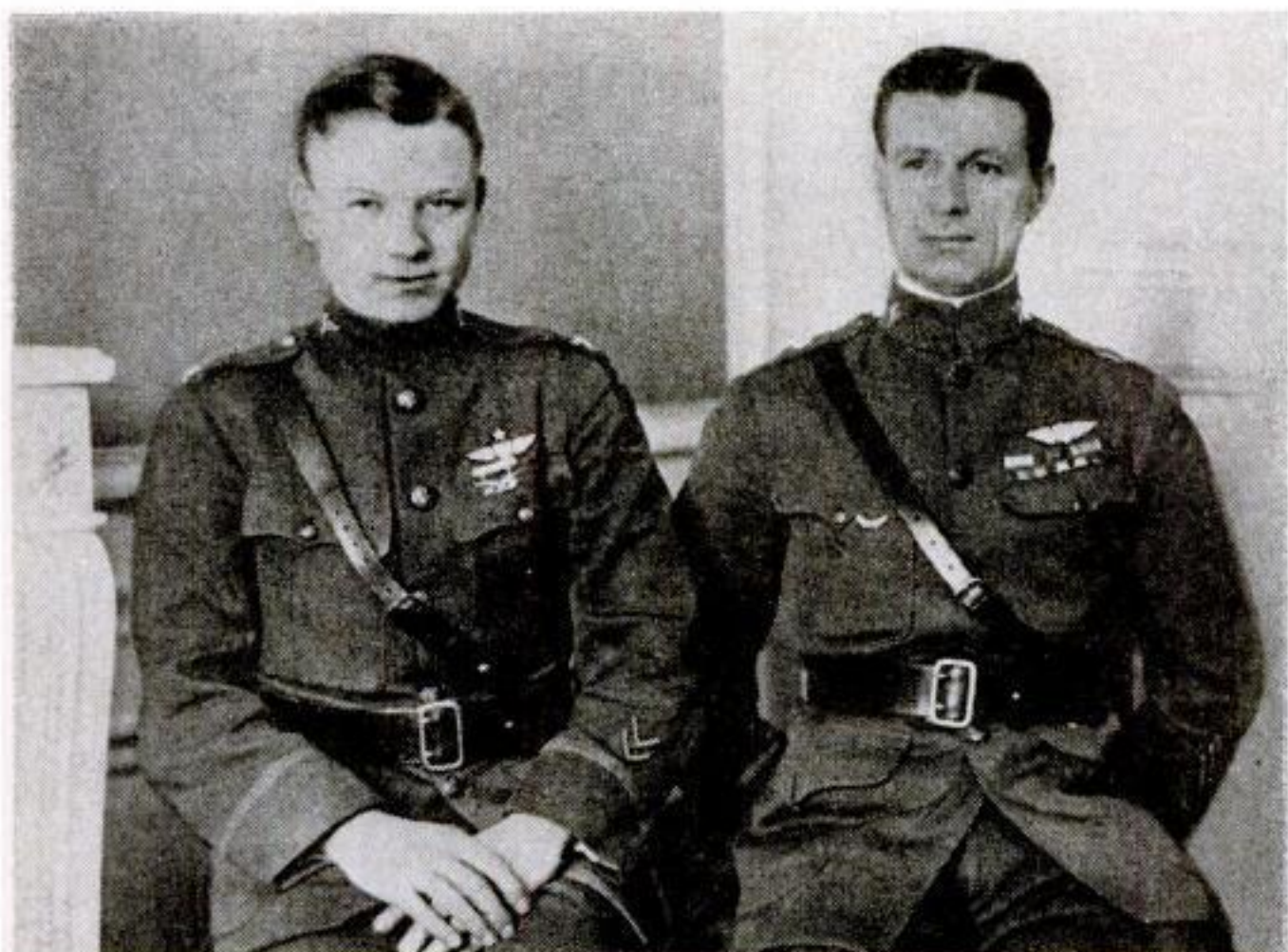
That afternoon he called up and said he had flown to Florida and could take over some 300 hotels at Miami Beach at once if I would approve the project. He would then be ready to open the school the following Monday. I told him to go ahead and get it working. It wasn't Monday, but classes did commence the week after that.

During that long-distance telephone conversation with "General Miff Harmon," there had actually been nobody at the other end of the wire except Miss Adkins in the outer office.

Two men who helped create American air power

WHEN George Marshall first took over as deputy chief of staff in 1938 he needed plenty of indoctrination about the air facts of life. The difference between his predecessors and George, who presently was to become one of the most potent forces behind the develop-

CONTINUED ON NEXT PAGE



TWO ARMY AIR PIONEERS were Tommy Milling (left) and famed Billy Mitchell. A student friend of Arnold's, Milling was the 30th pilot licensed.



"I grew tired of making dust cloths out of Tom's perfectly good shirts just because of frayed collars."



Now I buy him only WINGS white shirts with those airplane cloth collars that actually outwear the rest of the shirt.



and TOM looks handsomer than ever in his WINGS shirts. They're easy on the eyes as well as on the budget and they're made in just the collar styles he likes."



*Look for this Insurance Policy tag. A NEW SHIRT **FREE** if this collar does not outlive the shirt*

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"HAP" ARNOLD CONTINUED

ment of a real American air power, was his ability to digest what he saw. This faculty made him as great a military genius as I have ever known. It is hard to think how there could have been any American air force in World War II without him.

In December 1940 another name of towering importance to our air force was added to the top level in the War Department: Robert A. Lovett. I found in Bob Lovett a man who possessed the qualities in which I was weakest, a partner and teammate of tremendous sympathy, and of calm and hidden force. When I became impatient, intolerant and would rant around, fully intending to tear the War and Navy departments to pieces, Bob Lovett would know exactly how to handle me. He would say with a quiet smile, "Hap, you're wonderful. How I wish I had your pep and vitality! Now—let's get down and be practical." And I would come back to earth with a bang.

A lesson for newspapermen

I REMEMBER the cocky and uneducated press comparisons that were made in the bad months of 1942, disparaging our airplanes in favor of the enemy's. Not only were the P-38s, the P-39s and the P-40s "terribly inferior" to the Jap Zero, but even our P-47s and P-51s would never stand a chance against the Luftwaffe's Messerschmitt 109 and the Focke-Wulf 190. Columnists returned from "get-rich-quick" trips abroad and gave interviews, or wrote articles, making it clear that when compared to the German aeronautical genius, our American aviation setup was in a pretty sad state. It was predicted that our boys would have to pay for it.

These stories came home to the fathers, mothers, wives and friends of the boys who were fighting, or going to fight, in our air forces. I realized the impression being created must be corrected as soon as possible. I figured that if I could convert one of the worst offenders, say Geoffrey Parsons Sr. of the New York *Herald Tribune*, it would help to get some of the other critics back on the beam.

Accordingly I had a large chart prepared. That chart was broken down to show the various categories of airplane performance, such as speed, climb, maneuverability and firepower, of all the fighter airplanes in the world—Japanese, German, American or British. Different fighter types have different purposes. So whereas one airplane, as indicated on the curves of performance would be better at 7,000 feet, another would be better at 10,000 feet, and still another at 13,000 feet or at 20,000 feet. The curves on my chart were numbered and not named and each one showed the performance of an unspecified airplane.

When this layout was completed I invited Mr. Geoffrey Parsons to come down and see me and requested him to help me select the best airplane for use by the U.S. Army Air Forces. I then explained to him what the chart was and asked him to go ahead and select the best fighter plane so I could produce it.

He hesitated a long time and finally said, "How about this one?"

I said, "That happens to be one of our own airplanes—the P-47."

Then he said, "Well, how about this one?"

"That happens to be our P-38," I told him.

"And how about this plane?" he asked.

I said, "That's our P-51."

Then he said, "I give up. You win. Why don't you tell this story to the people of the United States?"

I replied, "Mr. Parsons, I don't dare tell the public that. If I did Mr. Hitler and Hirohito would know as much about our planes and about what we are doing as you do now."

Mr. Parsons, a very generous and farsighted person, said that in that case the next best thing would be for me to come up to New York and have a talk with Mrs. Ogden Reid and the *Herald Tribune's* editorial staff. I went to New York, made the presentation and from that time on the New York *Herald Tribune* was one of the best friends the air force had.

Admiral in a tight spot

In May 1942 General Arnold went to England to discuss air strategy with the British. He was accompanied by Admiral John Towers, head of naval aviation. They spent a weekend with Prime Minister Churchill at Chequers. Sunday morning the admiral found himself locked in the bathroom and called to General Arnold "in great consternation" for help.

THE door was one of those cumbersome affairs with locks dating back to Elizabethan times. I called the valet. He called the plumbers and the carpenters. It was Sunday morning and they were all out.

CONTINUED ON PAGE 131

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These **14,950,000** families represent **36%** of all the families in the country.

Source: Continuing Study of Magazine Audiences
Supplement to Report #9.



Hunter bags new CROSLEY record

"I can vouch for Crosley cars being tough and capable", says E. B. Walters of Oxford, Pa. He recently took a hunting trip to the Canadian wilds in his Crosley Station Wagon, pulling a trailer with 1,500 lbs. of equipment, including a boat! (We don't recommend such use of a Crosley... but it certainly demonstrates stamina!)

See the new Crosley with CIBA (cast-iron block) engine and Hydraulic (airplane-type hydraulic) Brakes. Prices range downward from the Station Wagon at \$929 F.O.B. Marion, Ind. For catalog of 6 new models, write Crosley Motors, Inc., 2530-EJ Spring Grove Ave., Cincinnati 14, Ohio.

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a FINE car.
You see them
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TOOTHACHE?


Toothache often strikes suddenly. Quick temporary relief with Dent's Tooth Gum, Dent's Tooth Drops, Dent's Dental Poultice. If pain persists "Since 1888" see your dentist. Get Dent's at all drug stores.



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EAT LIKE CANDY
TUMS
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for the tummy


The best all-fired matches you can buy!



Diamond King-Size Matches  *have long king-size sticks*
(protect fingers)

 *light instantly, surely*  *are strong,*
(made from clear white pine)

wind resistant  *moisture resistant, non-poisonous,*
(burn in 15 mile wind)

have no afterglow  *are even room deodorizers!*
(Surprised? Light a few and see!)

The famous safety matches

Pocket-size stick matches

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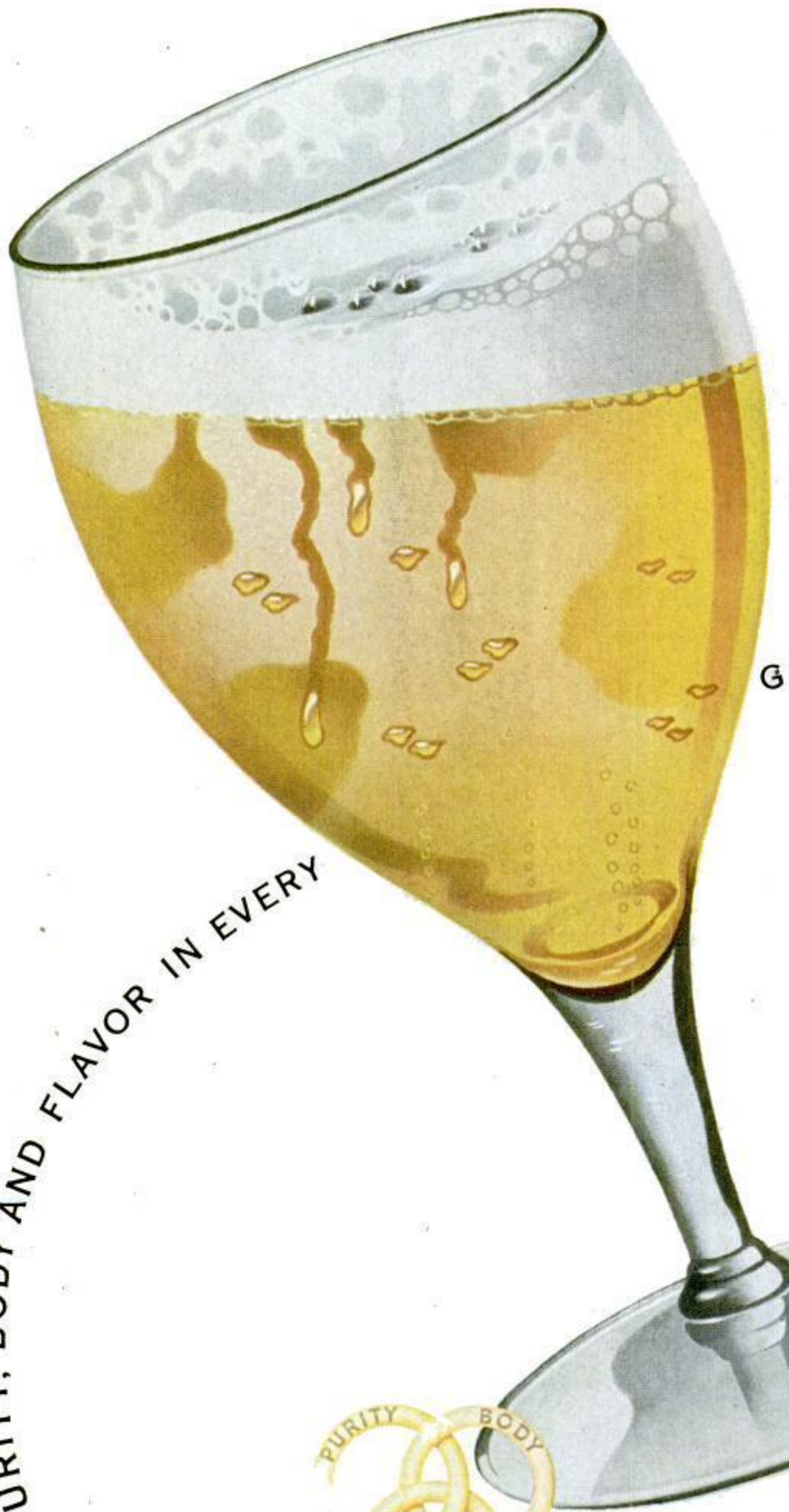
Diamond Match Co. Makers of paper plates, paper towels, wax paper, paper napkins, toilet tissue, toothpicks, wooden forks, spoons, clothespins and many other household helps that count so big.



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ADVENTURERS

On September 3, Mr. and Mrs. Charles Feldman dropped in on neighbors...met with unexpected adventure when hostess served Pippin Roll, fine sharp aged natural American Cheddar Cheese put up by Borden's in a handy 3-oz. roll. "Finest cheese I ever ate; try it, brother!" Feldman later told his brother.



MAGNET?

Recent increase in visits from friends is not due to his new television set but to Borden's Pippin Roll, claims Gil McDonald. "My wife always serves this great cheese for evening snacks, and do our friends stow it away!" You needn't know McDonald to enjoy Pippin Roll! Buy it at your food store today!

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"HAP" ARNOLD CONTINUED

A bit later, with Mrs. Churchill, I was walking in the garden when to our surprise we saw first the feet, then the blue uniform trousers and finally the full uniform of an American admiral climbing out of a window on the first floor of Chequers. Mrs. Churchill said, "My, what an extraordinary way to leave the house!"

The battle for precision bombing

After the U.S. entered the war General Arnold had to fight for the American Air Force's right to try its long-cherished theories about daylight precision bombing. At first the British argued that American bombing planes should be manufactured to their specifications for night raids and area bombing, and that the RAF should fly them against Germany. During his visit to England in the spring of 1942 General Arnold urged the American point of view on the RAF commanders and on Mr. Churchill, with whom he had dinner on May 30.

DURING the 40 years in which I watched air power grow up, I happened, with uncanny luck, to be present at the turning points. This night, the 30th of May, in some ways topped them all, and for me personally provided luck that was rather mixed. As we sat down to dinner I knew beforehand—even without the prime minister's jubilation—that the RAF was taking off for the greatest bombardment operation ever launched. It was not, for those of us who knew the RAF's actual heavy-bomber strength, a matter of literal belief in the powerful phrase "Thousand Raid." Of the 1,047 "bombers" that took off from all over middle and north England for Cologne that night—including even little Oxford trainers that could scarcely hope to reach the target—715 were twin-engine Wellingtons, by the RAF's own standards soon to be rated as a medium bomber.

That didn't matter. This was the real beginning, in the world's eyes and in Germany's eyes, of the campaign we later came to term officially "Air Offensive Europe"—the "round the clock" destruction of Germany from the air. That night all of England was a bomber base.

As an airman who had preached bombardment for so many years, I was as thrilled as the prime minister himself. But—and here is what I mean by mixed luck—as commanding general of the U.S. Army Air Forces, I happened to be on the spot at an ironic time. Of all the moments in history when I might have tried to sell Mr. Churchill and his RAF advisers on the future of American precision bombardment by daylight, I had picked the night when they were selling their own kind of bombardment to the world.

It was not merely the difference between night and day operations. It was a whole new conception of target values, the big beginning of "night area bombing," as opposed to an attack on a precise industrial or military objective.

The target was as much public opinion as Cologne, with a special eye on opinion in America. One of the two American intelligence officers stationed at Marham that night has told me with amusement of the way in which Air Vice Marshal Baldwin warned the crews that the whole world would be watching this performance, especially, he added with a wink, "our friends overseas" who needed a bit of jogging up. The American officer tells me there was a moment of embarrassment as the crews started to look his way, but the air vice marshal turned it into laughter by shouting jovially, "You see! They have their spies everywhere!"

Despite the success of the night "Thousand Raid" against Cologne, the British leaders finally agreed to a reallocation of American plane production that would allow the Army Air Force to build up its own heavy-bomber units, but the argument over daylight-precision vs. night-area bombing continued until it had to be settled with President Roosevelt and Prime Minister Churchill at the Casablanca Conference in January 1943. General Arnold was present as one of the American Joint Chiefs of Staff.

I KNEW the question on which I would have the hardest, toughest fight: Would the U.S. Army Air Force be permitted to carry out its plans for daylight bombing? I knew the British had taken the matter up with the prime minister, and were determined that the Americans should not do daylight bombing, but should join their own night bombardment effort. I also knew the prime minister had already taken the matter up with the President; that the President, in turn, would take the matter up with Secretary Stimson and General Marshall, and all would start bearing down on me.

On January 19 I had lunch with the prime minister. Again I outlined to him why we were so sure we could carry out daylight preci-

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U.S. HIGH COMMAND of World War II, the first in American history to
include an airman as a regular member, held weekly luncheon sessions in secret

"HAP" ARNOLD CONTINUED

sion bombing and why we figured the Germans could not stop us. I told him of the various experiments we had made and how we figured our formations of B-17s and B-24s, subsequently with long-legged (long-range) fighters, could protect themselves against German aircraft.

The prime minister seemed willing to let the matter drop. It was quite evident to me he had been harassed by some of his own people about our daylight bombing program and had to put up a fight on the subject. Whether they were fearful we would use our airplanes ineffectively in the daylight missions, whether they were afraid we would waste airplanes, or whether they feared we would do something they could not and had not been able to do, I do not know. In any event, after three of my top commanders—Spaatz, Eaker and Andrews—had talked with the prime minister that same day, the prime minister told me he was willing for us to give it a trial; that he would say nothing more about it. That was a great relief to me and to my command. We had won a major victory, for we would bomb in accordance with American principles, using the methods for which our planes were designed.

After that I had a talk with the President and with General Marshall on the same subject and, as far as they were concerned, the matter was settled. Everyone said, "Go ahead with your daylight precision bombing!"

After the war, General Arnold recalls, the U.S. Strategic Bombing Survey report justified American optimism on precision bombing, which was particularly effective in breaking down Germany's oil production. A more dramatic testimony came during an interview General "Tooey" Spaatz had with Herman Göring, whose Luftwaffe had failed to stop the Allied air offensive.

WHEN Göring was asked, "Which had the most effect on the defeat of Germany: area bombing or precision bombing?" his reply was, "The precision bombing, because it was decisive. Destroyed cities could be evacuated, but destroyed industries were difficult to replace."

Encounter in Jerusalem

With the progress of the war "Hap" Arnold became a familiar world figure, as he discovered during a day's sightseeing trip in Jerusalem.

AN odd incident occurred while we were at the Church of the Holy Sepulchre. After some of us had visited the small recess (it was so small that only two or three could go in at a time) and were standing outside, I heard a voice say, "Hello, Hap."

I looked around and there were some Franciscan padres standing in line. All I could see was their brown cassocks and their hoods, and beneath the hoods, their bushy eyebrows, their dark eyes and their beards. I couldn't make out who was speaking to me so I waited. Again the voice said, "Hello, Hap." I replied, "Hello," and walked over toward them. Again I said, "Hello." One of the friars said, "How



war room at Pentagon in Washington. From left to right: Admiral William D. Leahy, General Arnold, General George C. Marshall, Admiral Ernest J. King.

are you, Hap? I'm glad to see you." I talked with him for quite a while, waiting for him to give a hint about who he might be and where he was from. But I received no clues. At last I said, "Will you kindly tell me where we have met before?" He replied, "I saw your picture on the cover of TIME magazine."

A ranch in the Valley of the Moon

AT the time of my retirement some reporters at a National Press Club luncheon had asked me what I was going to do when I left Washington.

I replied, "I'm going out to my ranch in the Valley of the Moon, to sit under an oak tree. From there I'll look across the valley at the white-faced cattle. And if one of them even moves too fast, I'll look the other way."

"You mean you're through with airplanes?"

"Yes! If one dares to fly low over my ranch house, I'll grab a rifle or something and shoot it down!"

By chance many news dispatches carried that wisecrack, which later was to bounce back on me.

There are usually planes somewhere in the air over the Valley of the Moon, what with Hamilton Field a few miles to the south, Sacramento not very far away, and the enthusiasm for private flying there is everywhere in California. But the planes all passed high, or in the distance. My wife and I could sit in the redwood chairs I had made in my workshop, drink in the quiet beauty of our valley, and watch the half-tame quail feed about our garden.

One day I heard distinctly the sound of an airplane doing what it should not do, in a place where it should not be. I went outside and saw two training planes engaged in a lively dogfight. For a few apprehensive minutes, I watched the cavorting AT-6s. Then suddenly they collided. As they separated, one started to limp back toward Hamilton where, I learned later, it landed on its belly with the pilot uninjured. The second plane, however, had its tail sheared clean off. The pilot immediately bailed out, floating away to a safe landing on a nearby golf course. But his plane!

Down, down, but always flying just as if it were spiraling normally! It could only hit the house now, crash, cover it with gasoline, start the inevitable, disastrous fire!

It missed the roof by inches. Grazing the rose garden, it crashed in the south pasture, a few yards away, and exploded. The hole it made was 30 feet across and about 6 feet deep.

Fortunately, we have had no further interruptions of this kind at El Rancho Feliz. For the most part, our way of life in the Valley of the Moon is fairly quiet. During the last three or four years I have had plenty of time to think of the urgent and difficult war years and what preceded them.

But now, what of the future?

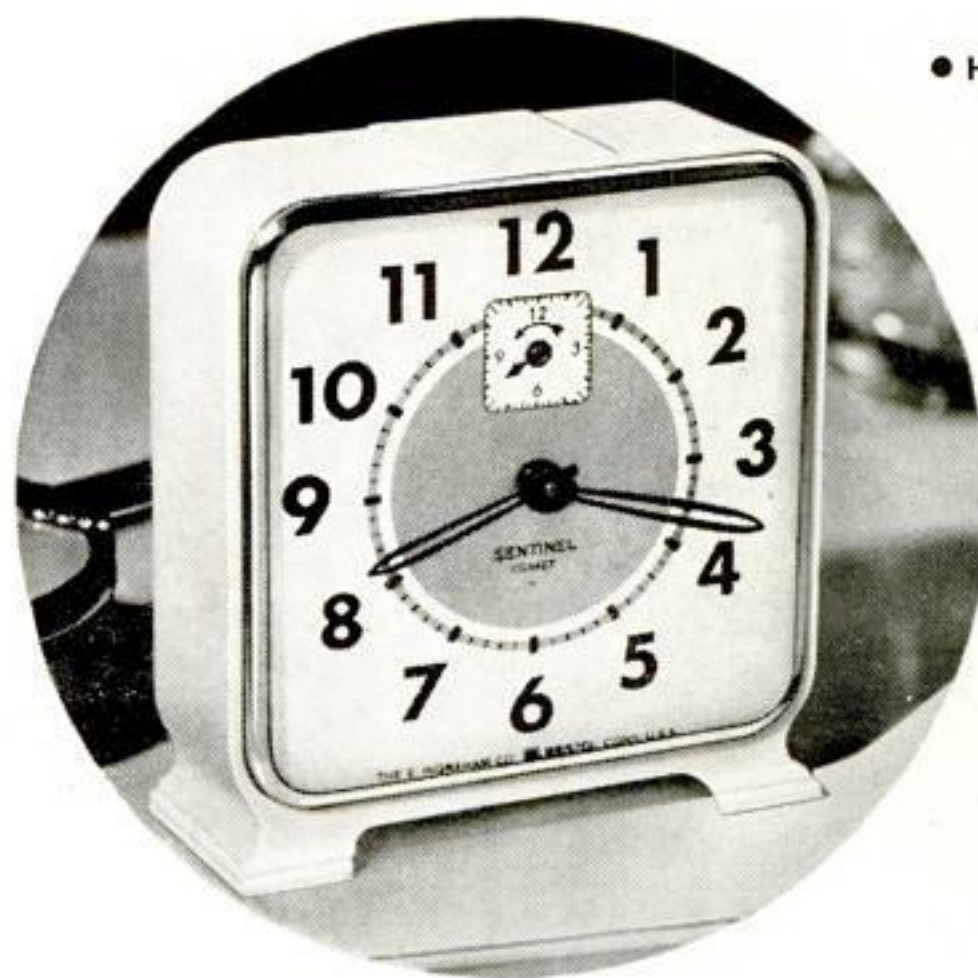
One thing stands out clearly against the background of my experience: the winning of peace is much more difficult than the winning of even a global war. One look at the condition of the poor old world today, four years after the supposed ending of World War II, almost makes me gasp.

I, for one, believe that in the next war devastating air attacks—probably with A-bombs—on selected industrial cities in England, Holland, Norway, Belgium, and France—might disorganize move-

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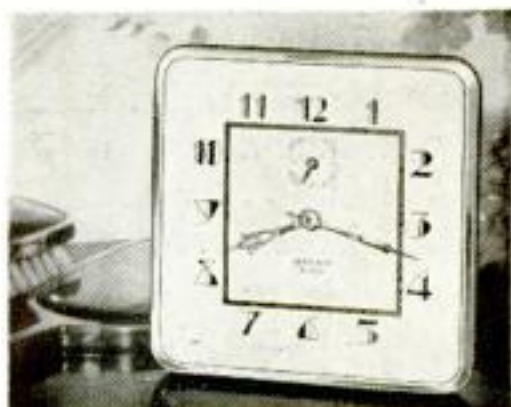
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"HAP" ARNOLD CONTINUED

ment and make it impossible for ground or sea forces, no matter how courageous, to carry out their prearranged plans for meeting an aggressor. If this happened, all the good intentions, pacts, agreements, we had with, and the equipment we had within, those countries might be of little value to us in making a lodgment and driving the aggressor back beyond his frontiers.

I am not against the Atlantic Pact. But I am not for an indiscriminate armament of the member nations. Modern wars cannot be won that way. We must be matter-of-fact, and we must accept things as they really are. We should not try to write into the problem a lot of emotions, traditions, and hopes that have become an inherent part of all of us.



ARNOLD RETIRED in 1946 when Spatz took over from him.

France is yelling, "We must be equipped first!" Maybe; or maybe not. The answer depends upon the probable intention of Russia. How would she go about carrying out that intention? And what could she use to do it with? What part will France play, and what kind of units and equipment will she need with which to play that part? The same line of reasoning should be applied to all nations that might become involved in the next war—which must not come.

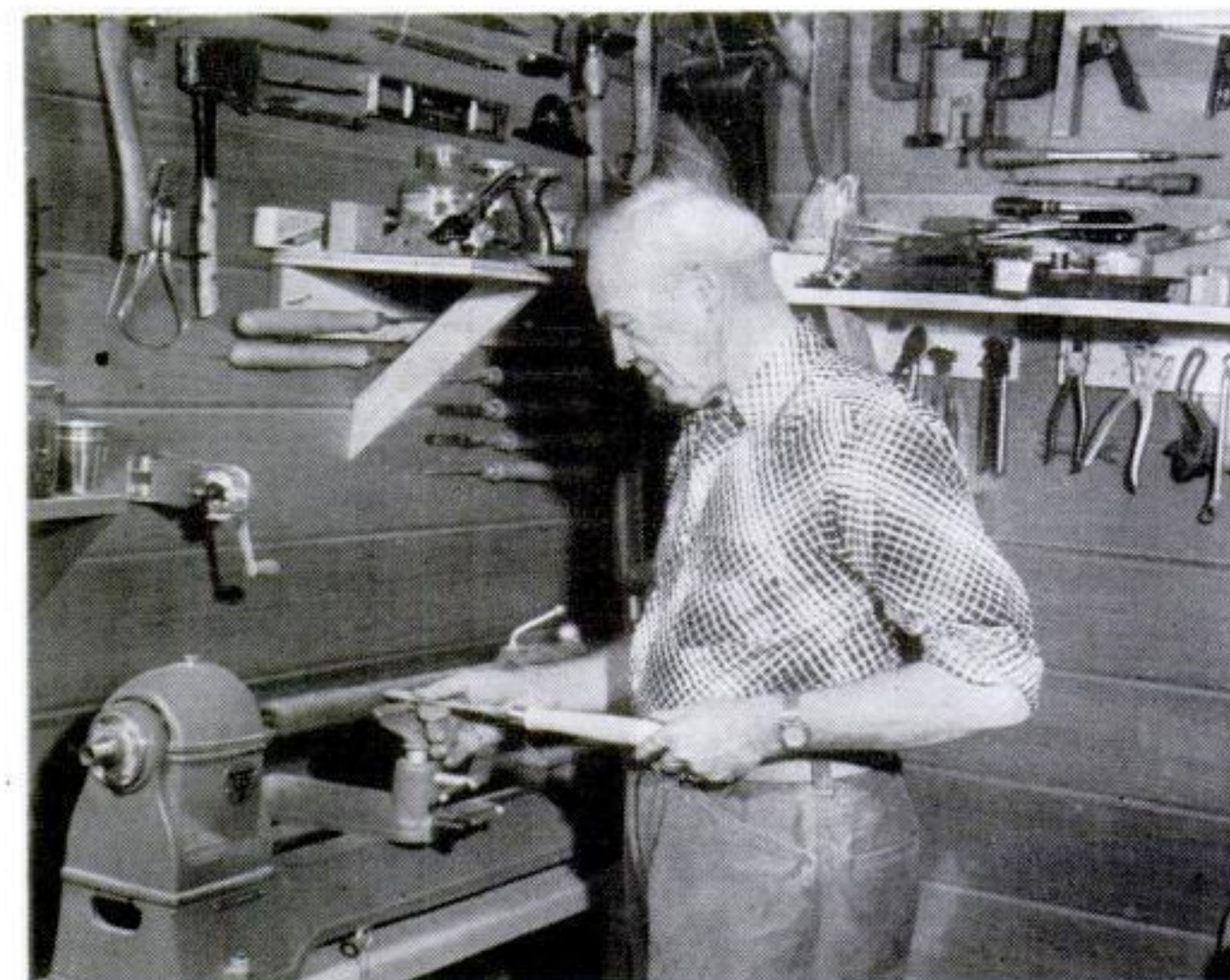
Who knows whether 70 groups of airplanes is the right or wrong number to prevent another war? Was not that number selected in relation to costs and expenditures, rather than with regard to the composition and strength necessary to our armed forces in the world picture? Do 70 groups have any relationship to our new foreign obligations? The proper number may be 47, 70, or even 170; but it should be based upon our foreign policy and the part we must take in the operations of the armed forces of the Alliance.

Do Russian capabilities provide a destructive threat against the Panama Canal, or has the picture there changed to danger of sabotage only? What does the present spread of Communism mean with regard to the Pacific islands? Does it mean large base forces and garrisons against invasion? Does it not mean we must change the military ideas about those areas that we have followed for the past 30 years?

The principles of yesterday no longer apply. Air travel, air power, air transportation of troops and supplies have changed the whole picture. We must think in terms of tomorrow.

Obsolete construction projects, obsolete techniques and policies, duplications, overlapping in the armed services operations and organizations must go by the boards. There is no place for two air forces today any more than there is for two ground forces, or two navies.

Russia has no fear of an army; she thinks hers is just as good as, and bigger than, any in the world; she has no fear of a navy, since she cannot see how it can be employed against her; but she does fear our long-range strategic Air Force, which she cannot as yet match, or as yet understand. In the strategic Air Force, coupled with our atomic bomb, at this writing we hold the balance of power in the world.



IN RETIREMENT on his ranch near Sonoma, Calif., Arnold spends much of his time in his workshop. He has made a lot of the ranch house's furniture.

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A Greater "Guild" on NBC! Hear the greatest stars in the finest of the Broadway and London stage hits, brought to you by one of America's foremost theatrical producers... The Theatre Guild. In moving to NBC for this, its fifth season, Theatre Guild on the Air reaches a larger audience than ever before! Now, United States Steel and the National Broadcasting Company join to contribute even more to fine entertainment across the nation. Tune in Sundays 8:30 p.m. (EDT) to your local NBC station, beginning September 11th.



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Stars like these—and many more! Throughout the season you'll hear such brilliant artists as Marlene Dietrich, Robert Montgomery, Loretta Young, Richard Widmark, Jimmy Stewart, and Ginger Rogers among dozens more who will step to the stage of Theatre Guild on the Air.

Consult your newspapers for the dates of these great plays



DREAM GIRL starts the season this Sunday as *John Lund* and *Betty Field* star in the radio premiere of Elmer Rice's recent Broadway hit about a girl who lives in a world of her own—and a man who wants to take her out of it.



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You never know
how deep
the roots go
until you talk
about...

Home Land



THE tall young man in the faded dungarees pointed toward the field of shoulder-high corn that sloped down the hill beyond the farmhouse.

"This land was all woods once," he said.

The older man nodded. He had stopped by to see how young John Miller and his mother were getting along, and John had asked him to stay a while . . . said there was something he wanted to tell him.

John swung his arm to include the meadow, the pasture—all of the wide acres visible from where they were. "Dad cleared all that," he said.

The older man nodded again. He remembered how Henry Miller had taken over this "wasteland" and turned it almost single-handed into one of the county's finest farms . . .

"It's not like somebody else had done it," the boy went on. He was reaching, the older man thought, for words to say a thing that's hard to put into words at all. How can a man come out and say how much he loves a field of ripening corn—or tell how deeply rooted his own heart is in the land his father left him?

"I know how you feel, John," he said.

"I'd have hated to see this place go to somebody else." The boy turned his head toward the older man. "And so would Dad."



"I'd have hated to see this place go to somebody else."

He paused for a moment and then went on. "One of the things Dad told me, a few days before he died, was how you'd helped him work things out so there'd be enough life insurance to take care of Mom and me . . . so we could keep the farm and all. I think knowing that made it easier for him . . . because, if it weren't for the life insurance, we might have lost everything . . ."

The boy reached out his hand a little awkwardly. "Dad asked me to say 'thanks' if he didn't get to see you again . . ."

The sun was starting to dip behind the hills, and the older man got ready to go. "Your father was a fine man, John."

The New York Life agent stood for a moment looking across the fields, rich and green in the gathering twilight. He thought, "It is times like

this, and people like these, that make me know I could never be happy being anything else but what I am, or doing anything else but what I do..."

NEW YORK LIFE INSURANCE COMPANY
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THE NEW YORK LIFE AGENT
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IS A GOOD MAN TO KNOW

Naturally, names used in this story are fictitious.



THEIR BODIES HEAVILY GREASED, PHILIP MICKMAN AND MRS. WILLI VAN RIJSEL REHEARSE ATTEMPTS TO SWIM ENGLISH CHANNEL. HE SUCCEEDED, SHE FAILED

MICKMAN MAKES IT

An 18-year-old swimmer is first to succeed in 1949 Channel derby

The strange figures above are not exhibits in an anthropological museum but *homo aquaticus transchannelensis*—greased channel swimmers, 1949 style. This year nearly every beach around Dover, England or Cap Griz Nez, France has harbored at least one would-be channel swimmer. So far five hopefuls, loaded down with 15 pounds or more of cold-resistant grease, have made the attempt. Not until two weeks ago did one succeed.

At 5:33 a.m. on Aug. 24 Philip Mickman (above,

left), an 18-year-old Yorkshire schoolboy, staggered onto a beach near Dover—the 26th person to swim the Channel since 1875 and the youngest of them all. Mickman's time, 23 hours and 48 minutes, was the second slowest performance in history (the fastest: 11 hours and 5 minutes). But he had done better than Mrs. Willi Croes van Rijssel (above, right), who had tried twice and failed, and Shirley May France of Massachusetts (LIFE, Aug. 15), who last week still had not tried at all.

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* Des. Pat. Pend.

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Look for me in every genuine



Mickman Makes It CONTINUED



STUDYING CHART, Mrs. van Rijssel and Mickman are briefed by pilot of launch (seated) that followed the swimmers. Although Cap Griz Nez and Dover are only 21 miles apart, Mickman swam about 40 miles because of the tides.



IN CHANNEL Mickman (top) nears finish, gets a wave of encouragement from Shirley May France. During swim, he said later, he felt "fit, but bored to tears." Bottom: Mrs. van Rijssel is cheered on by Mickman's father (left).

CONTINUED ON PAGE 141

ROBLEE

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Shoes illustrated, 8⁹⁵ to 12⁹⁵

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Rally round the Roblees, boys—they're your styles for fall. From rugged-soled campus champions to Roblee's newest Savoy Flares with the "Continental Look," they're all lined up for you now at your Roblee dealers'.

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Take them in your hands. Try them on your feet. You can see and feel the honest quality of the leather and the fine workmanship that go into Roblees to make them smarter looking, longer wearing, better fitting.

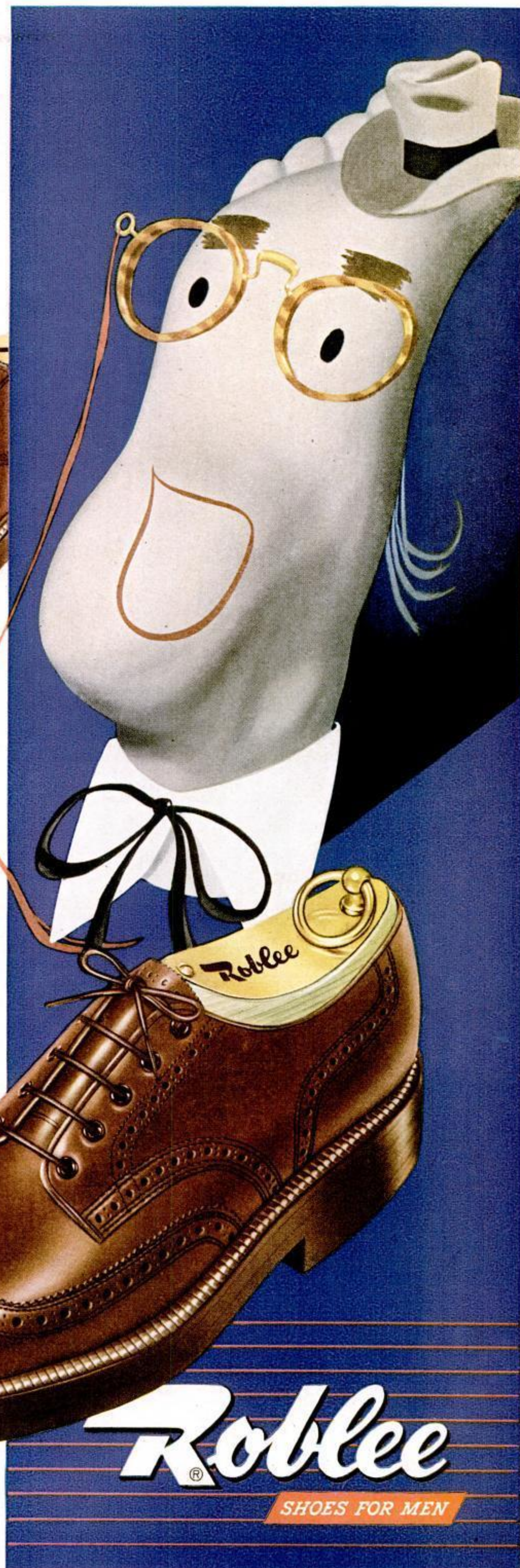
You would expect to pay dollars more per pair for shoes like these. That makes this Roblee Style Rally also a Roblee Value Rally.

Don't wait. Get yours now while the picking is plentiful.

Easy way to the Roblee Style Rally: Call Western Union by number (Operator 25) for the name of your nearest Roblee dealer or write Roblee Division, Brown Shoe Company, St. Louis.

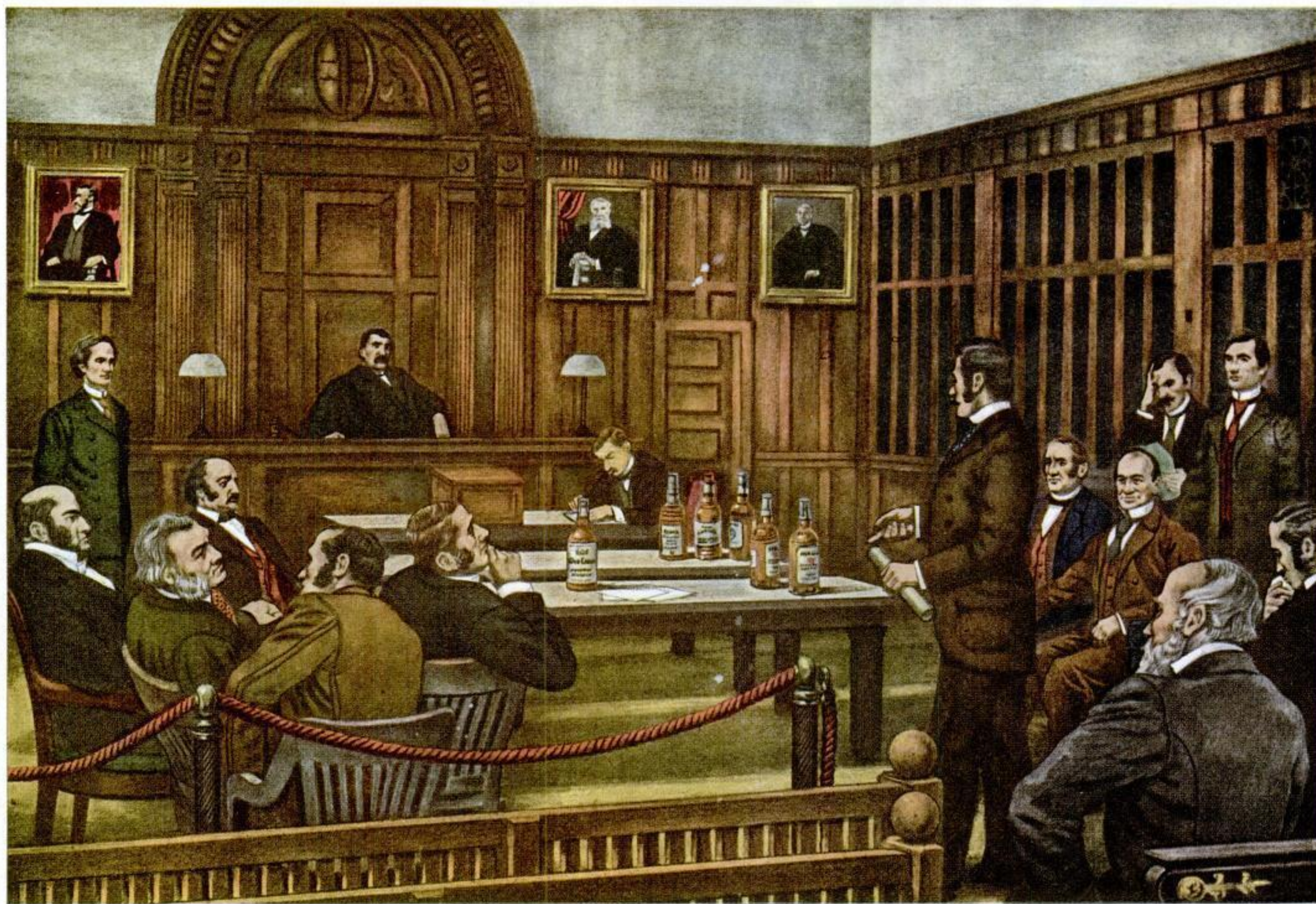
Roblee Jrs., styled like older fellows' shoes, 6.95 to 7.95

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SHOES FOR MEN



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Among America's Great Whiskies



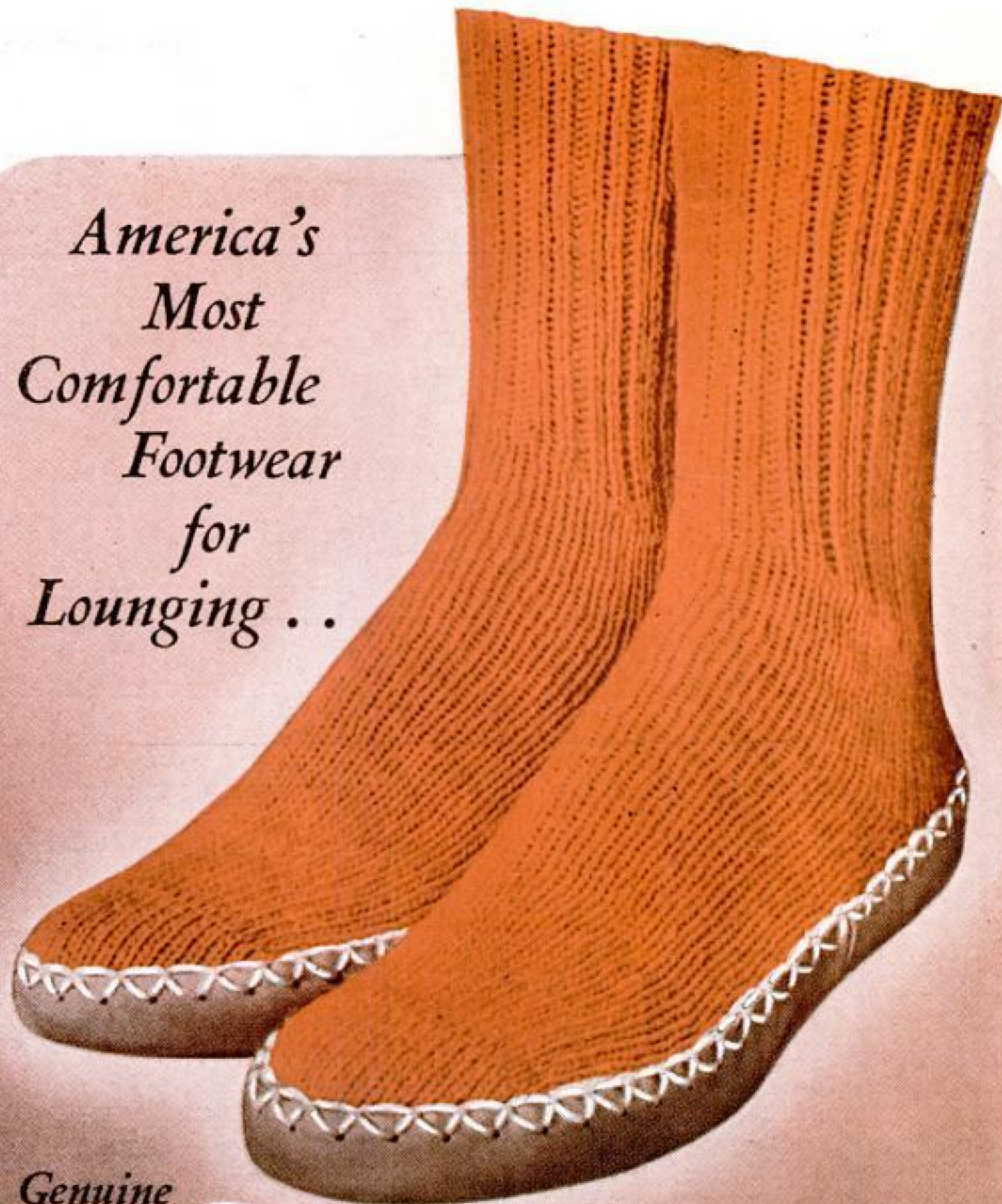


AFTER HER FAILURE, Mrs. van Rijsel, a 31-year-old Amsterdam housewife, is hauled out of the water, cold and exhausted. In two attempts she swam a total of 31 hours, gave up once only 1½ miles from Dover, again with 2 miles to go. Others who failed include a Cuban (twice), a Dane and an Egyptian.



AFTER HIS SUCCESS, Philip Mickman walks up beach with father (right) and trainer Edward Temme (left). Temme, who also coached Mrs. van Rijsel, is one of two men to swim Channel in both directions. Mickman topped off his performance with a steak, slept and then eight hours later took a swim.

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Most
Comfortable
Footwear
for
Lounging . .*



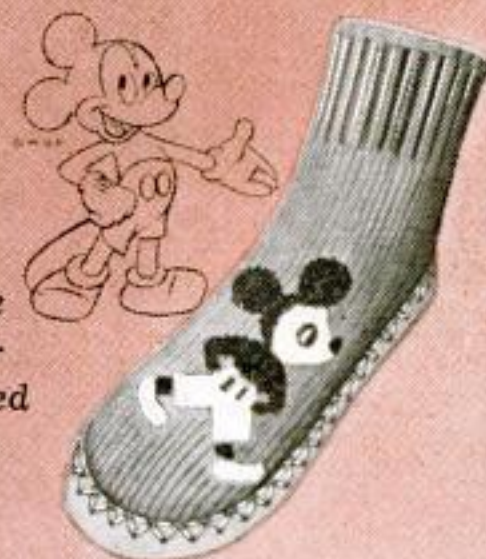
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See and Feel the difference Today—at leading
Furniture and Department Stores

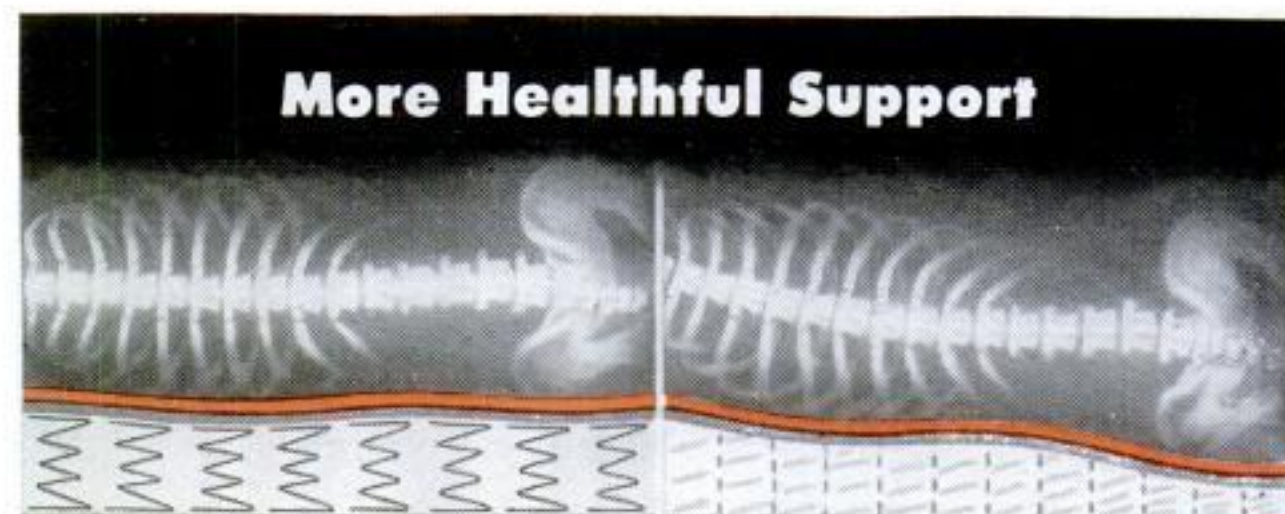
- "Perfect Sleeper" Supreme Mattress
cushioned with Foam Latex.....\$79.50
- "Perfect Sleeper" DeLuxe Mattress
and Box Spring.....each \$59.50
- Restal Knight & Serta-Rest Mattress
and Box Spring.....each \$39.50
- Tiny "Perfect Sleeper" Crib Mattress.....\$14.95

- { "Perfect Sleeper" Orthopedic Mattress.....\$59.50 }
- { "Perfect Sleeper" Orthopedic DeLuxe.....\$69.50 }

(Canadian Prices Slightly Higher. All
Prices Subject to Change Without Notice)

Serta Bedding Available in Twin, $\frac{3}{4}$ and
Full Size—Also Extra Widths and Lengths

Every "Perfect Sleeper" Mattress and
Box Spring is Unconditionally Guar-
anteed against any defects caused by
faulty materials, workmanship or con-
struction.



...proved by X-rays

Normal person on "Perfect Sleeper" Mattress. Spine is given healthful, level support—recommended by leading orthopedic doctors. This permits complete relaxation, more restful sleep.

Mattress with "soft" individually pocketed coils. Doctors say sagging spine often causes muscle strain and backache. "Form fitting" springs confine body heat, cause restless sleep.

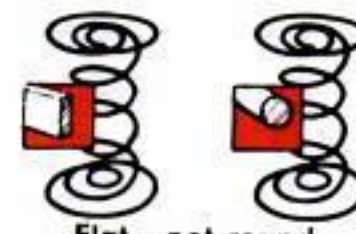
Sensational Exclusive Serta Features

"Uni-Matic" Spring Top



Live "Ribbon Steel" bands across tops of coils give resilient "all-over" support from head to foot.

"Vitalized Cushioning"



Center section of "Perfect Sleeper" is built with patented, deluxe "Ribbon Steel" coils. Helps maintain the healthful support doctors approve, provides wonderful new, more resilient comfort—exclusive with Serta!

Serta Smooth-Top (Tuftless) Construction



More comfortable, more restful. No bumps, buttons, or hollows. Non-stretch, non-shift, non-sag. Built by recognized leaders in tuftless innerspring mattresses, praised by hundreds of thousands of satisfied users from coast to coast.

It's America's Popular Smooth-Top Innerspring Mattress!

Automatic Comfort Adjustment
Regardless of your size or weight—the "Perfect Sleeper" adjusts automatically to your comfort needs.

Serta-Form Border—Will not sag or break down. Permanent flexible "Ribbon Steel" inner edge reinforced with extra-strong edge coils.

Scientifically Improved Box Spring

Special raised Serta edge construction gives ideal support, protection and matching comfort. Dustless, noiseless. Dresses bed more beautifully.



SERTA ASSOCIATES, INC. 666 Lake Shore Drive, Chicago, Illinois

RIPLEY AUCTION

Junk-loving Americans pay \$90,000 for his Believe-It-or-Not oddities

Lovers of shrunken heads, Chinese beds, lampshades made out of camels' stomachs and other oddities were gratified last month when the famous curio collection of the late Robert (*Believe It or Not*) Ripley was auctioned off at New York's Plaza Art Gallery. In a four-day session almost 1,000 unbelievable items were sold for \$90,000, a sum auctioneers never believed would be realized. They could account for it only by the prestige of Ripley's name. "Talk about totem poles," said the

gallery's manager. "Dealers have had totem poles for years. You can't get rid of them. Who wants one? We sold not one, but *three* totem poles for a total of \$760!" Cardinal Spellman left a \$40 bid for a large plaster replica of St. Patrick, lost it to John Arthur (*p. 147*) for \$200.

Most of Ripley's odd treasure was taken from his three homes and his Chinese houseboat. Here and on the next pages *LIFE* shows some of the choicest items which junk-loving Americans acquired.



BEARD ON JAPANESE LAMP IS MADE OF REAL HAIR

LIKE MANY OF THE 400 BOGGLE-EYED VISITORS AT THE BIG RIPLEY SALE, OLDTIME AUCTION ADDICT THOMAS BULL (CENTER) DID MORE GAPING THAN BIDDING





Founded 1840

PARK & TILFORD RESERVE

OVER 100 YEARS
OF QUALITY

PARK & TILFORD
RESERVE
WHISKY
A BLEND

Blended and Bottled by
PARK & TILFORD DISTILLERS, INC.
MIDWAY, KY. - NEW YORK, N.Y.

*An American Favorite—because
it is the finest-tasting whiskey
of its type in America—and the
best whiskey value in America!*

PARK & TILFORD DISTILLERS, INC., NEW YORK • 62½% GRAIN NEUTRAL SPIRITS • 86 PROOF



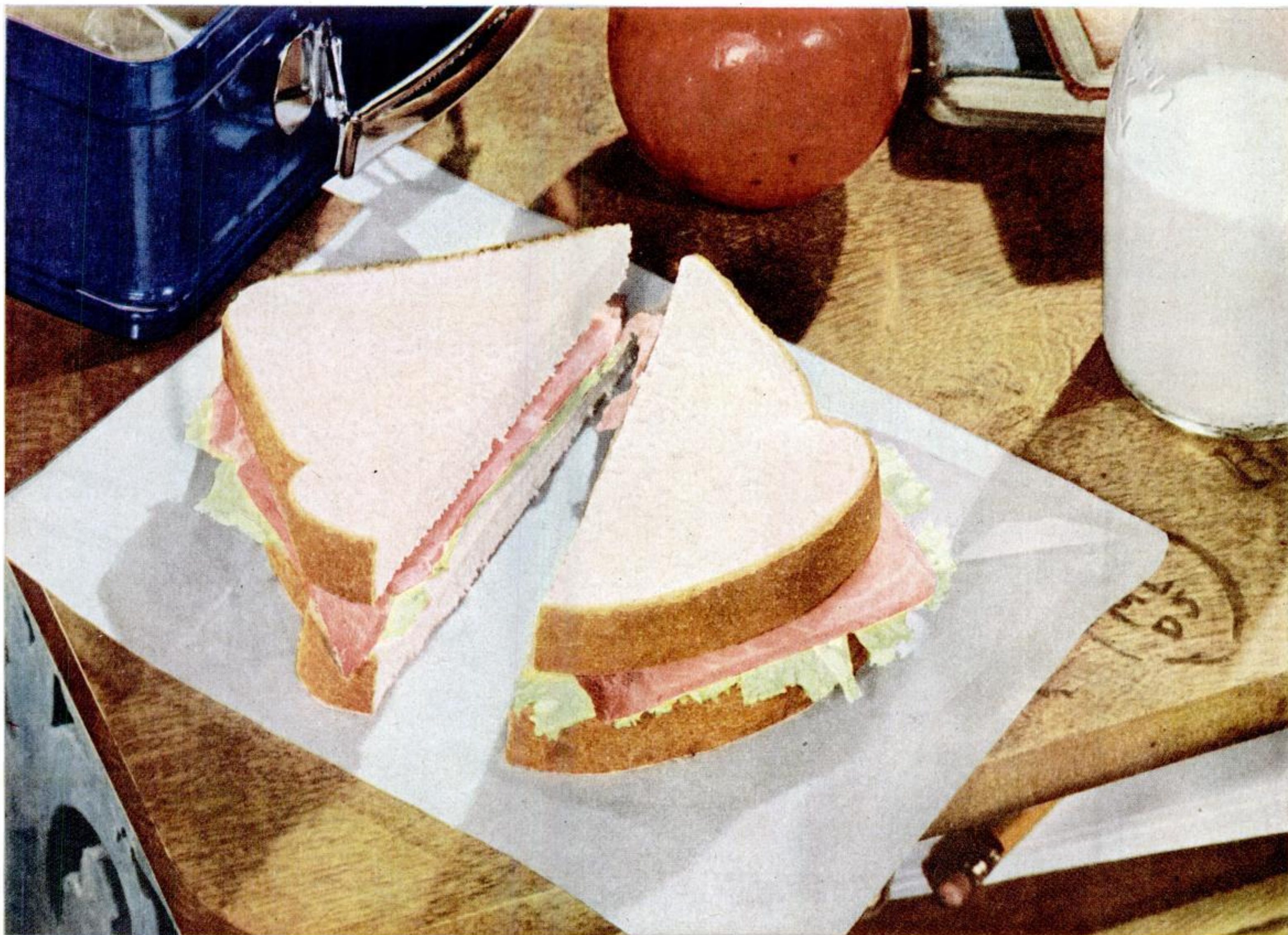
STEIN BUYER Harry Richman, old-time Broadway song-and-dance man, acquired five gigantic tankards including one (*foreground*) made from an elephant tusk. Richman stores them temporarily in his bathroom, plans them as ornaments for his Reno ranch. An emotional auction lover, Richman was crushed to sit by and see a walrus-tooth stein go to a rival, John Arthur (*p. 147*), lamented, "I could cry." Other Richman acquisitions were a Japanese sword and 25 canes. Once when he waved to a friend, the auctioneer thought Richman was making a bid and knocked down a Persian bedspread to him for \$20.



BED BUYER Fred Maloof, importer of Chinese lingerie and embroidered handkerchiefs, bid \$1,000 for a fancy scarlet lacquer, dragon-bedecked bed and had it promptly shipped to his New York apartment where he lay right down on it. Maloof, who had never bought at a New York auction before, attended the Ripley sale only because of his interest in Chinese art. He was prepared to bid only \$600 for the bed. But at the auction a Broadway actor kept topping his bid, forcing Maloof to go higher and higher. Finally, having made his triumphant \$1,000 bid, Maloof stated, "I just wanted a bed, that's all."



CONTINUED ON PAGE 147



Enriched bread (the kind a baker bakes) is the best food value you can buy; provides more energy for less money than any other food that goes in a youngster's lunch box.

YOU NEED SOMETHING THAT A BAKER MAKES to make each meal complete



You are eating a delicious combination of these good foods when you eat bakery foods. That's why you need something that a baker makes to make each meal completely *satisfying*; completely *nourishing*!

THE BREAD that helps balance your diet helps *balance your budget*, too!

Penny for penny, it gives you more of the things your body needs—more generously—than any other food you eat at every meal.

And bread is *no more fattening*, according to nutritionists, than any other food that gives you equal energy.

So—*eat more bread!* Eat it for *energy*. Eat it for *economy*. Eat it for *enjoyment*—the enjoyment that you get from *all* the good things that a baker bakes for you.



THE BAKERS OF AMERICA

... who do your baking for you with the same high quality ingredients you would use; bake fresh daily with the same care you would take.



Cup Cakes and Cookies are wholesome, nourishing treats that both children and adults like. Serve some soon—enjoy them often. And to *double* your enjoyment—to treat yourself to leisure time as well as wonderful good eating—*buy them baked!*



Let the jolly Red Cap remind you to call for Carling's.



For 109 years in Canada . . . now a product of the U. S. A., too.

Smile, relax and picture yourself enjoying a wonderful glass of this light, bright, golden ale.

BY ALL MEANS TRY **CARLING'S** *Red Cap* **ALE**

BREWING CORPORATION OF AMERICA, CLEVELAND, OHIO

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SITTING TENSELY IN THE FRONT ROW, ARTHUR RAISES PENCIL TO BID

BIGGEST BIDDER SPENT \$50,000

The busiest bidder at the auction was a red-headed New Yorker named John Arthur who has been trying to step into Ripley's shoes. Having previously bought the world rights to *Believe It or Not*, plus Ripley's Chinese houseboat, the *Mon Lei*, and several van loads of stuff from Ripley's home, Arthur went to the auction determined to get everything he needed. He did, but it cost him \$50,000. For this he acquired a petrified snake, chastity belt, tribal drum and other wonders shown below. Arthur, who has put on exhibits at New York's Museum of Science and Industry, plans a couple of traveling *Believe It or Not* shows, using the *Mon Lei* as a floating museum for coastal tours. He sees an easy future. "You can show this stuff in Timbuktu," he says. "Just say 'Believe It or Not' and everybody will know what you're up to."



ARTHUR'S TREASURE includes mammoth stein, a spiked torture device called "iron maiden," statue of St. Patrick which Cardinal Spellman wanted.

CONTINUED ON NEXT PAGE

SQUEEZE SQUEEZE SQUEEZE

more out of
your budget,

with quality undies
of *Spun-lo*

Don't waste a bit of your money—squeeze out every drop! Panties, slips and gowns of Spun-lo will help save you money in two ways. First—they cost so little. Second—they wear so wonderfully long. And you'll love the smooth, soft feel of Spun-lo rayon fabric—the way it stretches and springs back with every motion. Keeps its shape—never needs ironing.



IT MEANS EXTRA VALUE FOR YOU



Industrial Rayon Corporation, Cleveland, Ohio • Sales Office: 500 Fifth Avenue, New York

Enjoy the EXTRAS of Gossar-DEB



Yes! The Gossar-DEB pantie has plenty of *extras*. Take it in your hands . . . feel how light, how soft, how pliable it is. Just 3 ounces of cool, comfortable tissuene! Now, slip it on . . . instantly you'll feel its caressing action . . . its smooth, subtle control—molding your figure without boning. Plenty of freedom, too! Wear it with or without the garters.

Gossar-DEB gives you all the *extra features* of Gossard quality—why be without them? Try Gossar-DEB today!

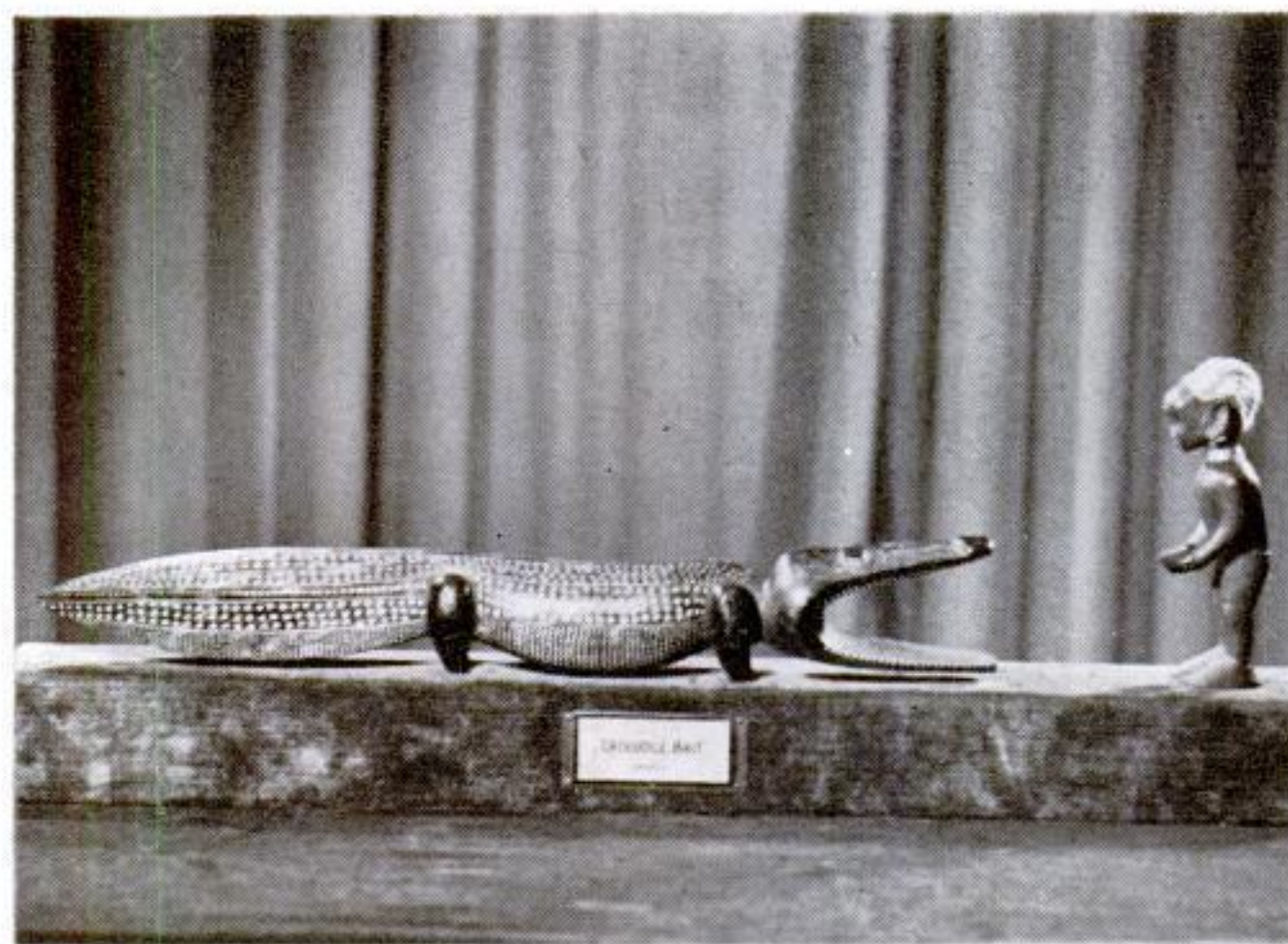
At all good stores and shops
Gossar-DEB Girdles, Panties, \$3.50
to \$10.00, Brassieres \$1.25 to \$3.50.

*Gossard—the most complete line
for all ages and figure types.*

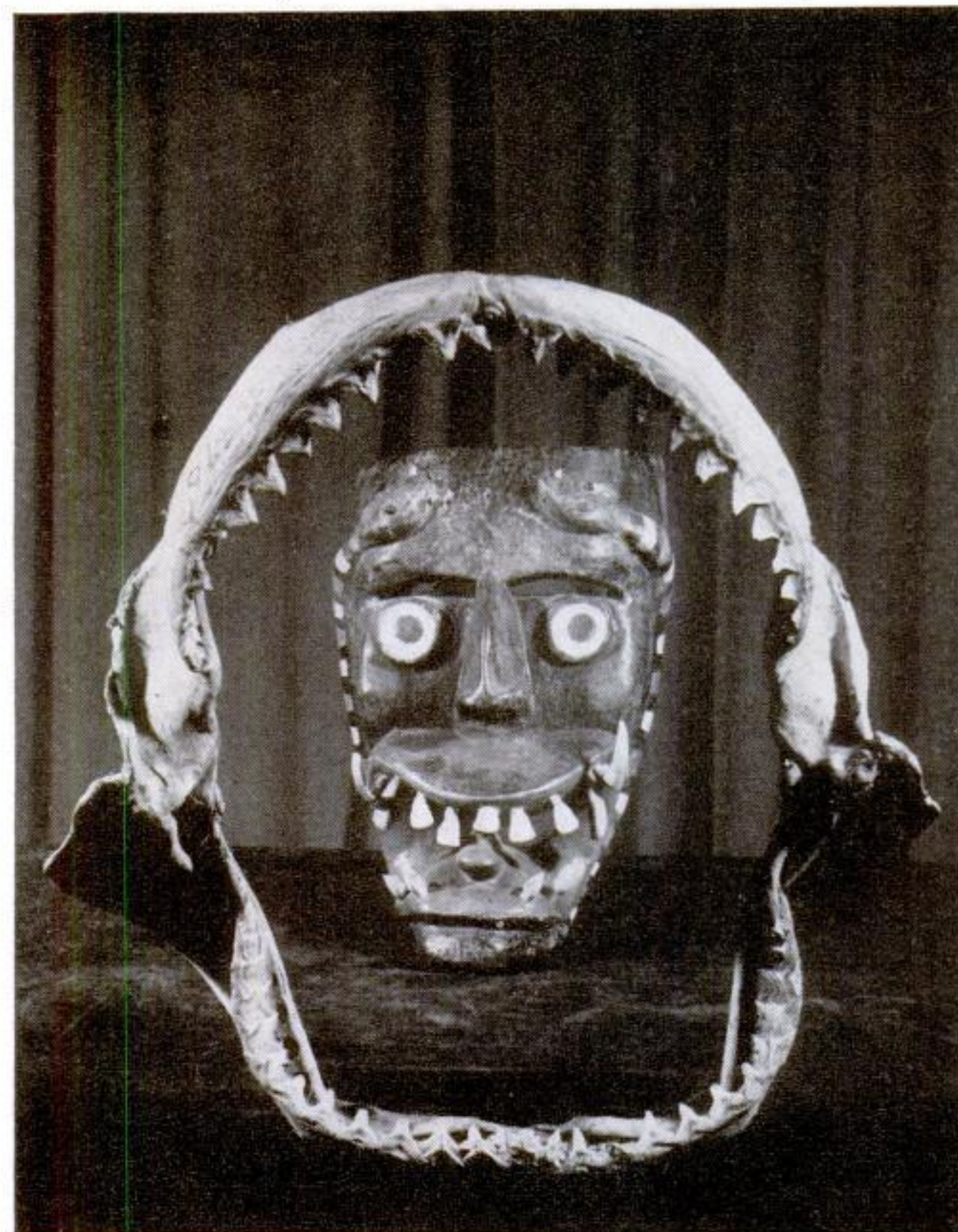
the
Gossard
line of beauty

The H. W. GOSSARD CO., 111 N. Canal St., Chicago 6

Ripley Auction CONTINUED



"CROCODILE BAIT" was name of this comic African statue, which was carved out of wood by Zambezi River tribes. John Arthur bought it for \$45.



SHARK'S JAW from the Caribbean makes a frame for this carved African mask embellished with real teeth. This with three other masks brought \$240.



A DEMON from Tibet went for \$35 though it has only half a horn. Auctioneer pointed out many items were damaged, but people bought them anyway.

alone...

because
she doesn't know



LOVE can be lost... romance ruined if you offend with perspiration odor. So stop it *before* it starts!

DRYAD—Jergens new kind of deodorant *actually stops the decaying action of bacteria...* the chief cause of embarrassing perspiration odor... *before* it starts!

Its *complete* deodorizing action keeps you sweet to love and adore.

APPROVED by leading skin specialists. Harmless to clothes.

SMOOTH as face cream as long as it lasts. 10¢, 29¢, 59¢.

Dryad
stops perspiration odor
before it starts



There are 14,950,000 LIFE reading families in the Un'ed States in which LIFE has one or more readers.

ABOLISH YARD RAKING

PULVERIZE AUTUMN LEAVES

with
MOW-MASTER
Grind-a-Leaf

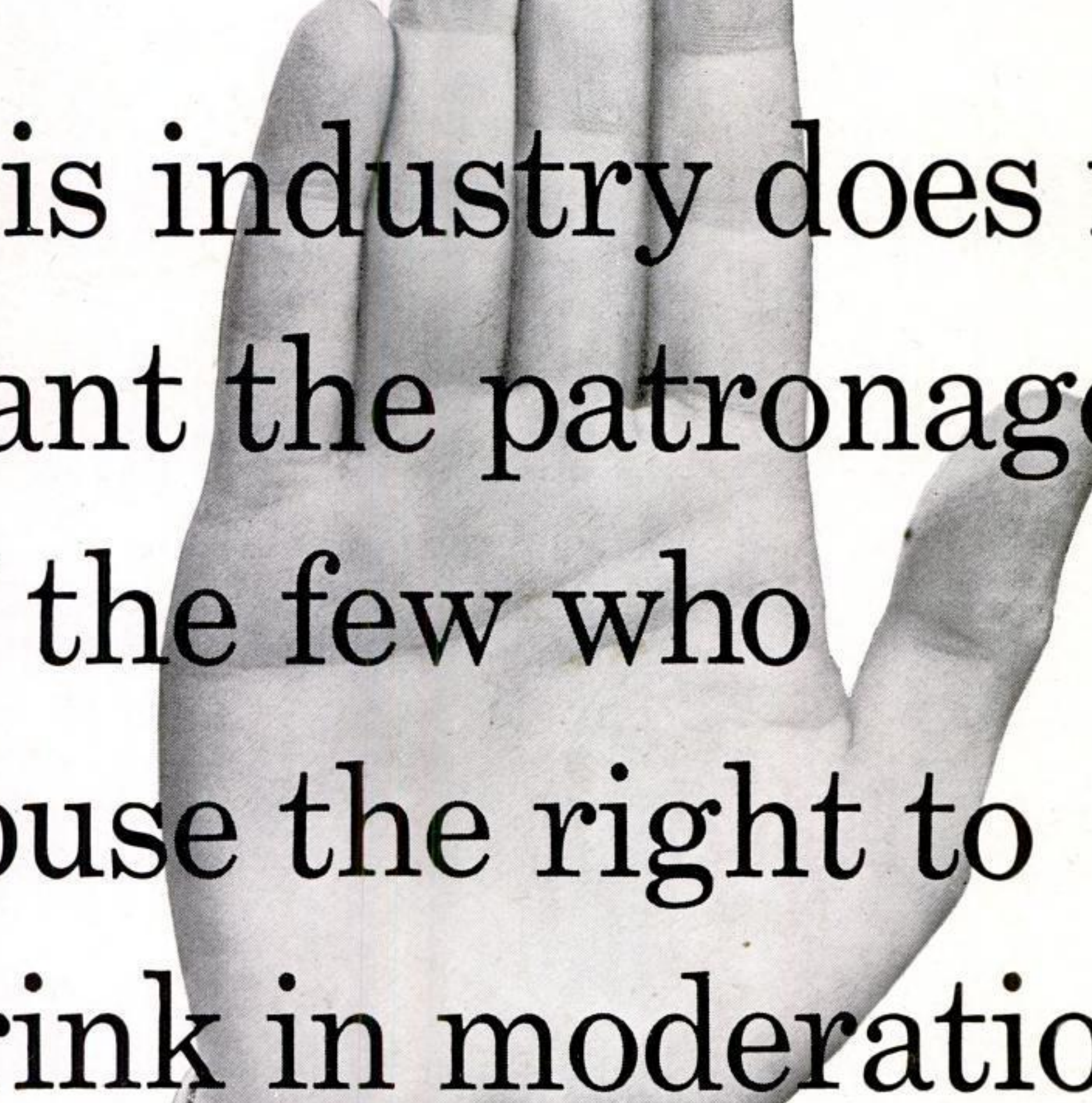
EXTRA SERVICE
ROTARY
POWER MOWER

Improves Lawns—Enriches Soil—Keeps Yard Neat and Clean—No Need To Rake, Haul or Burn Leaves Now—Easy To Run—2 H.P. Engine—Sturdy, All Metal Machine—Built for Years of Service.

MOW-MASTER CUTS GRASS AND WEEDS TOO Simply Remove GRIND-A-LEAF Attachment Done in a jiffy

See Your Dealer or Write for FREE Literature

PROPULSION ENGINE CORP., Dept. LH-19
7th St. & White Eagle Rd., Kansas City 15, Mo., U.S.A.



This industry does not
want the patronage
of the few who
abuse the right to
drink in moderation

This message is sponsored by the producers and distributors of alcoholic beverages. As citizens, and as businessmen, we stand for the attainment of the following aims in your community:

1. *... the encouragement of moderation by word and by example.*
2. *... the licensing only of orderly places of business.*
3. *... the strict observance and enforcement of the law.*

LICENSED BEVERAGE INDUSTRIES, INC.

10 East 40th Street, New York 16, N. Y.





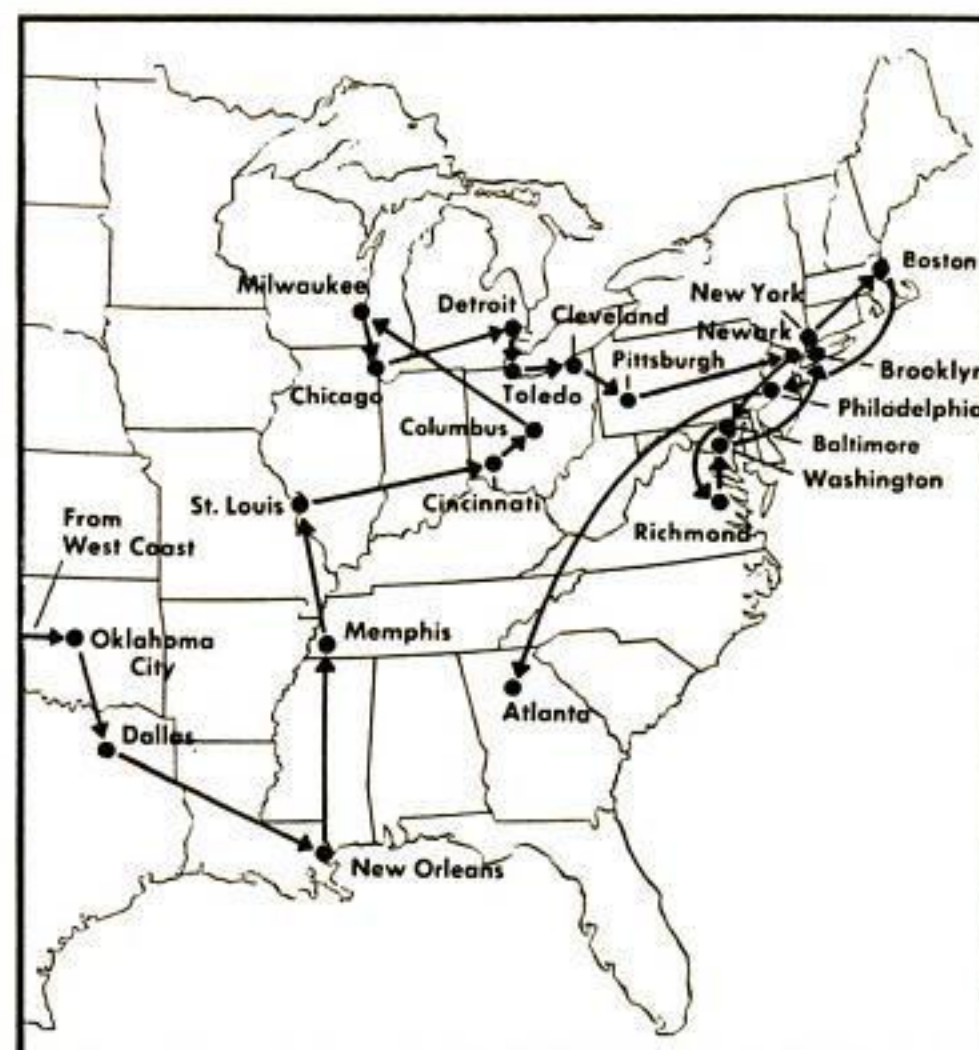
LIKE HORSES AT A HITTING RAIL, BICYCLES WAIT OUTSIDE A LOS ANGELES DEPARTMENT STORE WHILE THEIR RIDERS QUEUE UP TO SHAKE HOPALONG BY THE HAND

Life Goes on Tour with Hopalong Cassidy

Youngsters stampede to greet Bill ("Hoppy") Boyd, hero of horse opera films

In Oklahoma City 35,000 people mobbed a department store, overturning counters in a screaming scramble to glimpse the visiting hero. In New Orleans 50,000 jammed another retail store, and he had to be spirited away from the throng. In Dallas frightened store officials switched his personal appearance to the fair grounds in the interest of public safety. The crowds were drawn by a middle-aged

movie actor named Bill Boyd, star of a flock of Hopalong Cassidy westerns that have recently spread to television with huge success. The renewed interest has also helped boom the sale of cowboy clothes, and Boyd, as top hand of Hopalong Cassidy Enterprises, is cashing in handsomely. During his seven-week tour of department stores he expects to hug, kiss or shake hands with at least 250,000 kids, and like it.



HOPPY'S SCHEDULE is shown on map. Earlier he visited Los Angeles area, Seattle, Portland, San Francisco.



SMALL SOUTHPAW Jack Shropshire of Cincinnati is beaten to draw. Right-handed holster slowed him down.

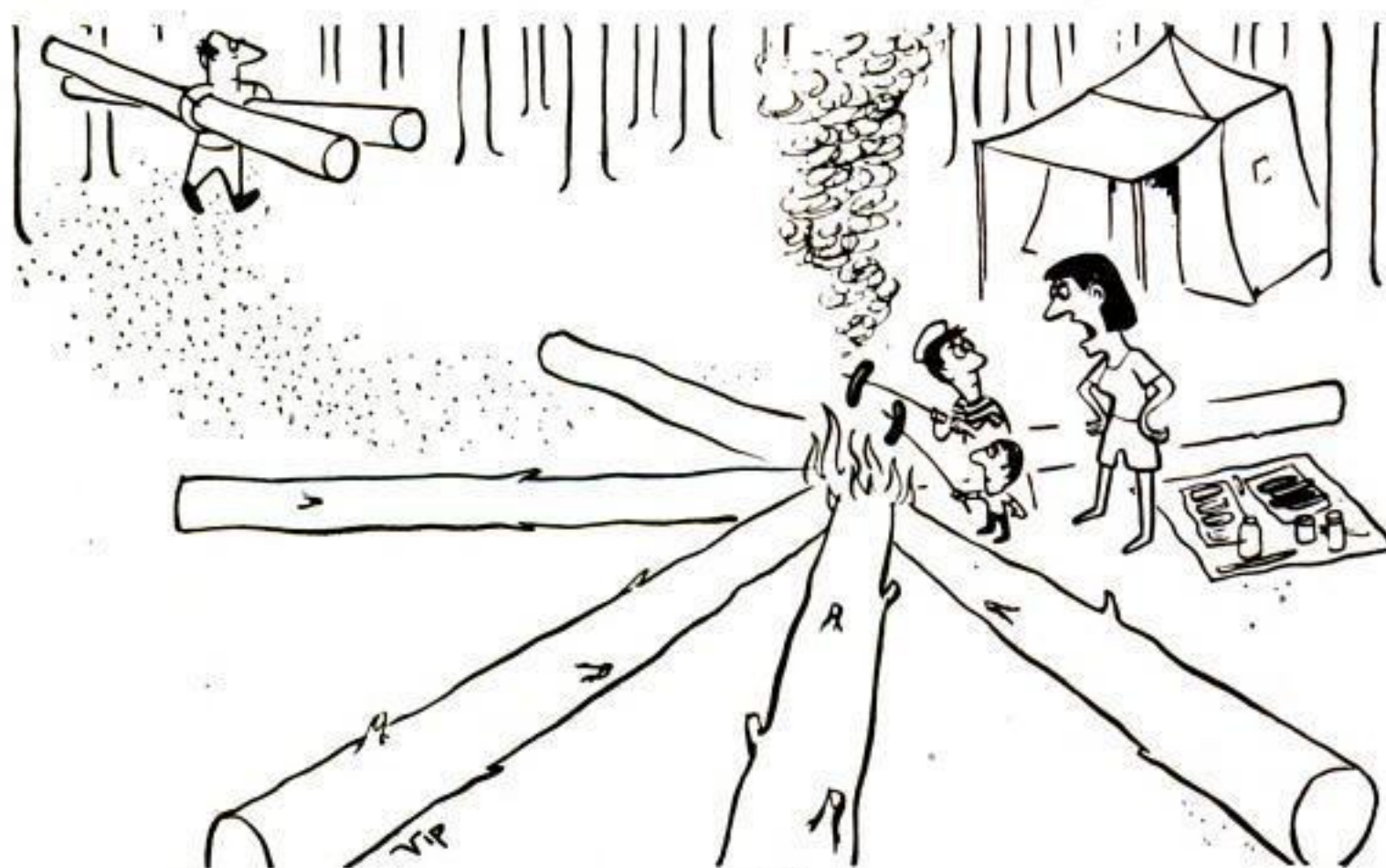


SMALL COWGIRL in Dallas' Fair Park was one of few who were not delighted in Hopalong's happy embrace.



SMALL DAMAGE is done by mock punch, for Cincinnati youth who wanted demonstration of Hoppy's right.

← **HOPPY HUGS A FICKLE DALLAS FAN WHO SHOWED UP IN ROY ROGERS BOOTS**



"Alvin. Run up to the tent and see if your father's been at the Wheaties again."

Talk about doing things in a big way—Cleveland Indians' Larry Doby socked 435-foot homer at Yankee Stadium this season! His favorite training dish?

Wheaties, milk and fruit. Nourishing 100% whole wheat flakes, second-helping good! Had yours today? Wheaties, "Breakfast of Champions!"

COMPLETELY SECRET HEARING NEAR REALITY WITH ULTRA-SMALL AID

Thanks to a remarkable "wireless circuit" printed on wafer-thin polystyrene plastic, the hearing aid that many experts said "couldn't be built" is today a reality.

The powerful new TELEX 200, which weighs approximately 3 ounces without batteries, can bring you undreamed-of hearing happiness.

For the 200 sets a new standard in clear speech understanding... yet it is smaller and lighter than any hearing aid TELEX has ever built!

If you want all the joy of the bright world of sound... if you want to hear the voices of friends and loved ones in vibrant, unmistakable tones... if you want to capture the words you now miss in church, at social gatherings... then you owe it to yourself to discover hearing happiness with the TELEX 200.

For more news about the exciting TELEX 200, and for a free booklet on how to test your hearing at home, write: Mr. Allen Hempel, Box 1182, Dept. S-19-9, Minneapolis 1, Minn. Write TODAY!



Every one of SPRATT'S ASSORTED DOG BISCUITS is packed with wheat for stamina and meat meal fibrine for energy. Crisp-baked, SPRATT'S makes a dog chew... helps keep teeth and gums firm and healthy. No mere snack, SPRATT'S makes a meal for your dog.



SPRATT'S

SPRATT'S PATENT (AM.), LTD.
18 Congress St., Newark 5, N. J.

They All GO for EMBRO!

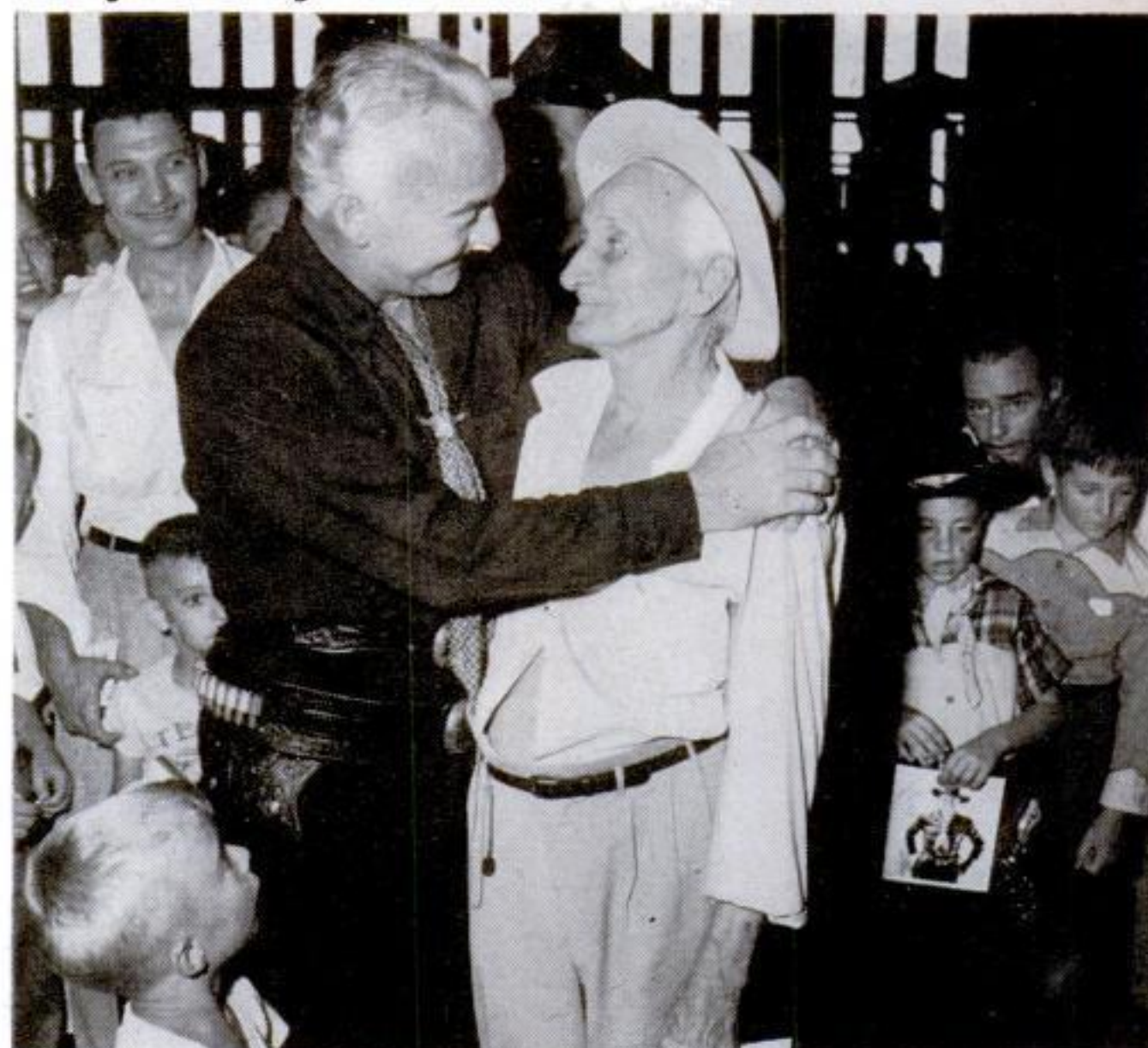


Embro POP CORN



"Activated" Shell Premium is the most powerful gasoline your car can use!

Hopalong CONTINUED



WARM WELCOME from Hopalong overwhelms D. B. Mears, 79-year-old Texan who brought his grandchildren to meet their 51-year-old hero in Dallas.




HEARTY HANDSHAKE is Boyd's greeting to Mrs. Gertrude Kaufman and Mrs. Clara Hancock, two of 65,000 fans who turned out in Los Angeles.



RESOUNDING KISS flusters Mrs. Nora McCabe, Boyd's ex-landlady, in Los Angeles. On screen he has kissed but one girl; on tour he kisses a good many.

CONTINUED ON PAGE 154



*“Steel keeps the
apple grower in business!”
says Jonathan Davis*

In 16 years Mr. Davis has changed a profit-less orchard into a prosperous multi-thousand-dollar business in McIntosh apples.

“With steel we mechanized and built our business”, Davis states.

In 1933 Jonathan Davis bought over 200 acres of run-down apple orchard in Bolton, Massachusetts. Erosion had left deep gullies. The trees were puny, the crop scant. But in graduate work at the University of Massachusetts, Davis had learned a lot about apple growing (pomology). He figured he could revive almost any sick orchard.

His first move was to start acquiring

modern tools. “The machine has taken over the orchard”, he says. “It won’t be long before it replaces the bee for cross-pollination — we’re experimenting with that right now.” With his 200 implements and machines, over 200 tons of steel in all, Davis has done wonders. His production costs have dropped and his yield of 500 bushels an acre is tops for that section.

Thus in orchards and fields all over

America, *steel*, in the form of modern implements, contributes to the farmer’s welfare and helps feed the nation. It’s a big job, one of steel’s many big jobs, which calls for a large, well-managed industry capable of volume production at a fair price. Among all the countries in the world, only America has a steel industry big enough and efficient enough to make possible a standard of living such as we enjoy.

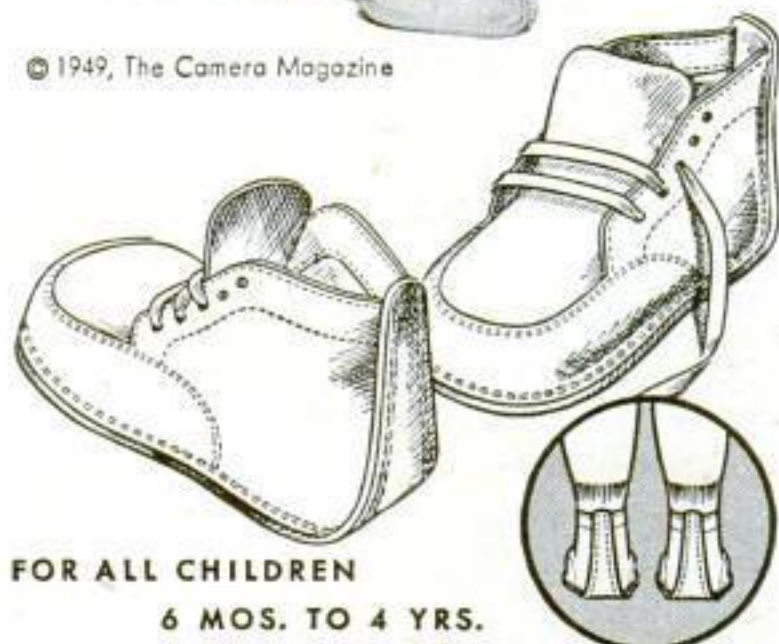
AMERICAN IRON AND STEEL INSTITUTE

Steel works for EVERYONE

350 FIFTH AVENUE, NEW YORK 1, N. Y.



© 1949, The Camera Magazine



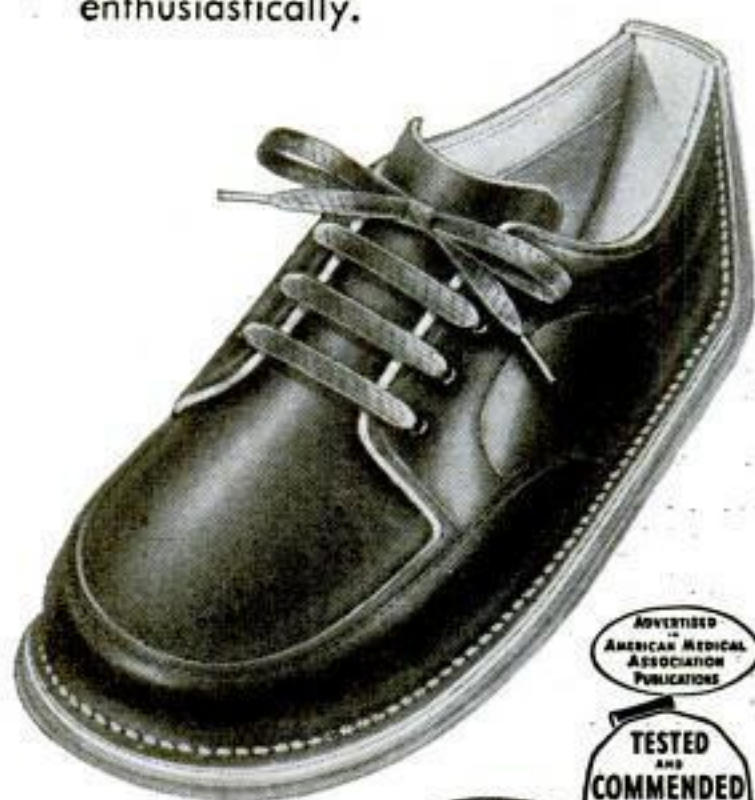
FOR ALL CHILDREN

6 MOS. TO 4 YRS.

YOUR CHILD WILL LOVE

JUMPING-JACKS
FLEXIBLE SHOES FOR HARD WEAR

... a perfect combination of strength and tenderness. Soft, flexible leathers **cuddle** little feet, while a gentle, patented, one-piece sole encourages proper walking habits and helps keep ankles from turning! No wonder so many doctors and pediatricians recommend Jumping-Jacks so enthusiastically.



VAISEY-BRISTOL SHOE CO., INC.
ROCHESTER, NEW YORK

Hopalong CONTINUED



AUTHOR CLARENCE E. MULFORD

HOPPY WAS 17 BEFORE CREATOR GOT FIRST LOOK AT THE WEST

Hopalong Cassidy was born in 1907, the brainchild of Clarence Edward Mulford, a municipal clerk in New York City. A native of Illinois, Mulford had never been out West, but there was nothing wrong with his imagination. One book (*Bar 20*) led to another, and a generation of Western-story lovers gobbled millions of copies of the Hopalong Cassidy series. Seventeen years after *Bar 20* was published, stay-at-home Author Mulford took his first trip to the West to see the wide open spaces he had been writing about. He later bought a place in Fryeburg, Maine, settled down to write, gather a fine collection of Western Americana and build ship and stagecoach models.

Hopalong was reborn to another generation in 1934. Starting to film Mulford's Western classics, Paramount Pictures thought it had found a splendid villain in Bill Boyd, onetime oil-field worker who had been lifted from the extra ranks to stardom in *The Volga Boatman*. Boyd talked the producers into making him the hero instead. Astride a white horse named Topper, Boyd rode hard, looked steely-eyed and dealt justice with smoking sixguns in 66 pictures, most of which took one to two weeks to shoot and earned him \$10,000 each. (Mulford wrote only 28 Hopalong books, and by agreement the movies took it from there, paying him a handsome royalty every time they ground out a script.)

Today 54 of the Hopalong horse operas are seven years old or more, and thereby eligible for television showing. With 20 television stations unreeling them, Hopalong is becoming a national hero all over again. Bill Boyd, who took over production of the pictures three years ago, is so impressed with Hopalong's popularity that he plans to make a couple of films a year in Technicolor for first-run theaters. Now 51, he may go right on ridin', shootin' and chasin' outlaws the rest of his life.



HOPPY TAKES THE BOWS astride a stand-in for his white horse Topper as he accepts a key to the city from New Orleans Mayor deLesseps Morrison.

ON TELEVISION

Thursday, September 15*



BATTLE OF THE BULGE

Chapter No. 20 EISENHOWER'S "CRUSADE in EUROPE"



See intimate glimpses of Hitler and staff planning counterattack to split Allies in two ... then staggering blow as Nazis rip two great gaps in our line ...



See historic defense of Bastogne ... dramatic break in weather clearing way for Allied Air Forces ... See Nazis finally driven back amid frightful casualties.



"I know you will be grateful to LIFE & TIME as I am for this dramatic reminder of our greatness."
—GENERAL OMAR BRADLEY

"The most important telecast feature of all time."
—BINGHAMTON (N. Y.) PRESS

"Magnificent ... moving ... one of the top thrills TV has offered."
—PHILADELPHIA INQUIRER

*On different evenings in some cities.
See your newspaper for evening and time.

Showing in 33 cities—ABC network

LIFE & TIME
The Weekly Newsmagazine
TELEVISION PRESENTATION

How to *strike a NEW note* ...with old favorites!



There are many fine brands
—this name on every bottle

RUM RECIPES THAT RATE RHAPSODIES

The way guests praise these rum drinks is sweet music to the ears of any host. "Marvelous," they exclaim. And, "Say, how do you make these drinks so smooth?" It's Puerto Rican rum...rum the way Americans like it—not heavy or sweet, but light and dry. No wonder it's America's most popular rum. For a welcome change, make your next drink with Puerto Rican rum.

P. S. To know how really good Puerto Rican rum is, enjoy a jigger... straight!

DAIQUIRI COCKTAIL as made at the Statler Hotel—Boston



1 jigger white Puerto Rican rum
Juice ½ fresh lime (or ¼ lemon)
1 teaspoonful sugar

Shake well with cracked ice. Strain into glass. It's not just a Daiquiri, it's the light... smooth Daiquiri—as distinctive as Puerto Rican rum itself!

RUM HIGHBALL—as made at the William Penn—Pittsburgh



1 jigger golden Puerto Rican rum (smoothness itself!)
Add ice, soda, ginger ale or water

Here's the best way to judge how smooth and mellow Puerto Rican rum actually is. Try it in a satisfying highball or sip it straight...you'll love it!

RUM RICKEY as made at the Statler Hotel—Detroit



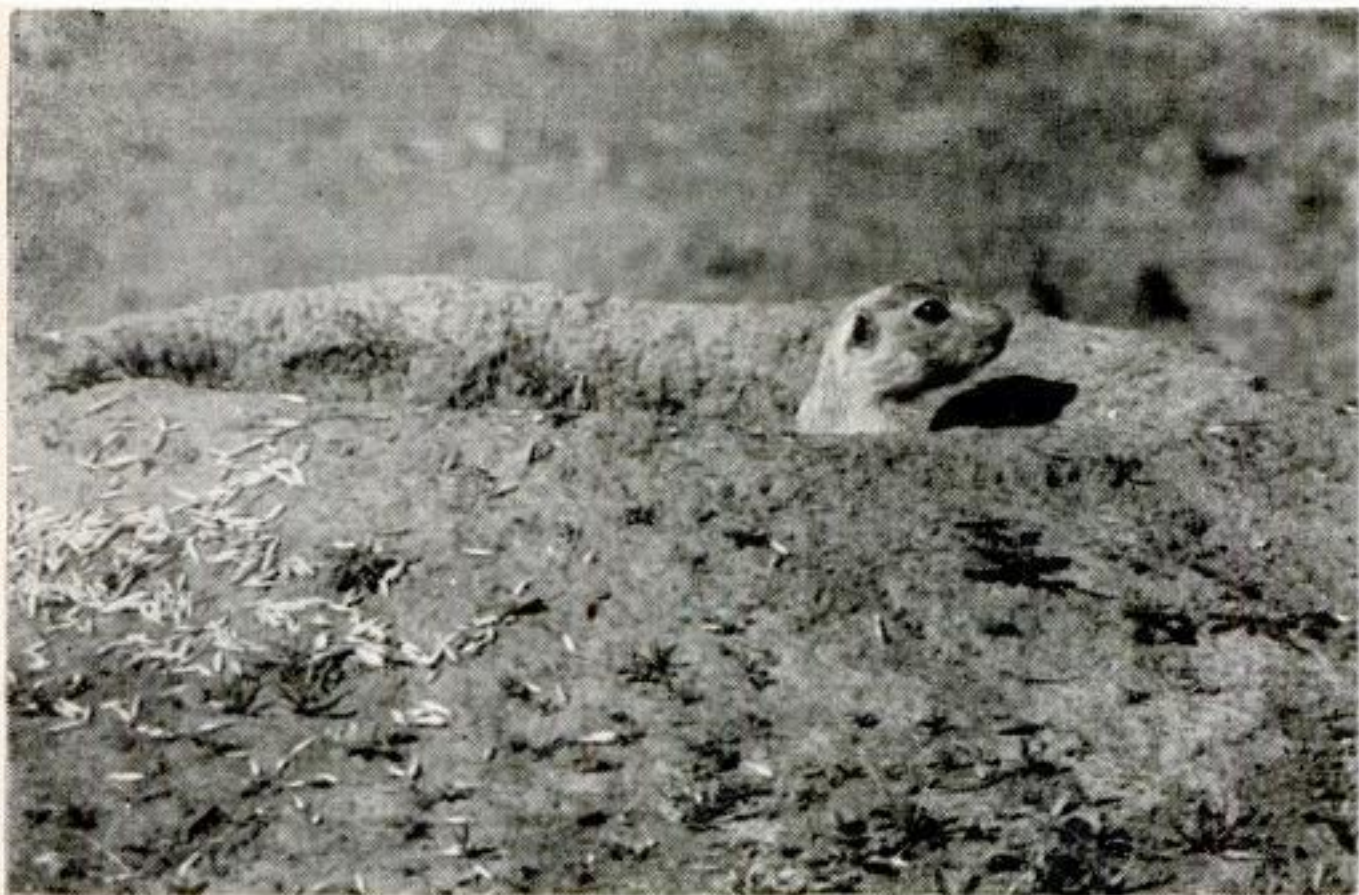
1 jigger white Puerto Rican rum (it's so light!)
Juice of ½ fresh lime (or ¼ lemon)

Pour smooth, delicious Puerto Rican rum in glass with ice cubes. Add soda. Now taste the glorious flavor of a Rickey at its best—made with mellow satisfying Puerto Rican rum!

Puerto Rican Rum

Light and Dry—
not heavy and sweet.

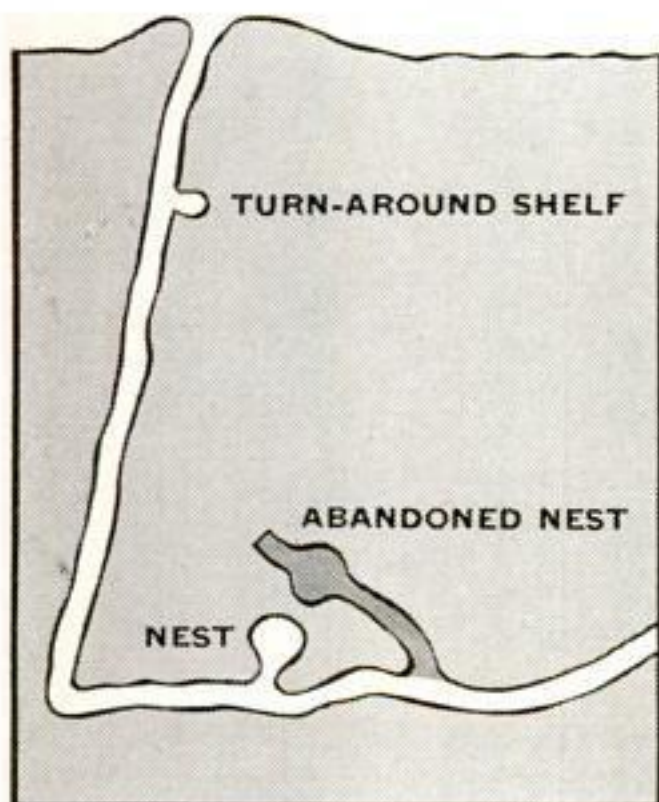




LOOKING AROUND, a prairie dog sticks head out of burrow in a 40-acre colony in Kansas. Dogs are very curious and investigate every unusual noise.

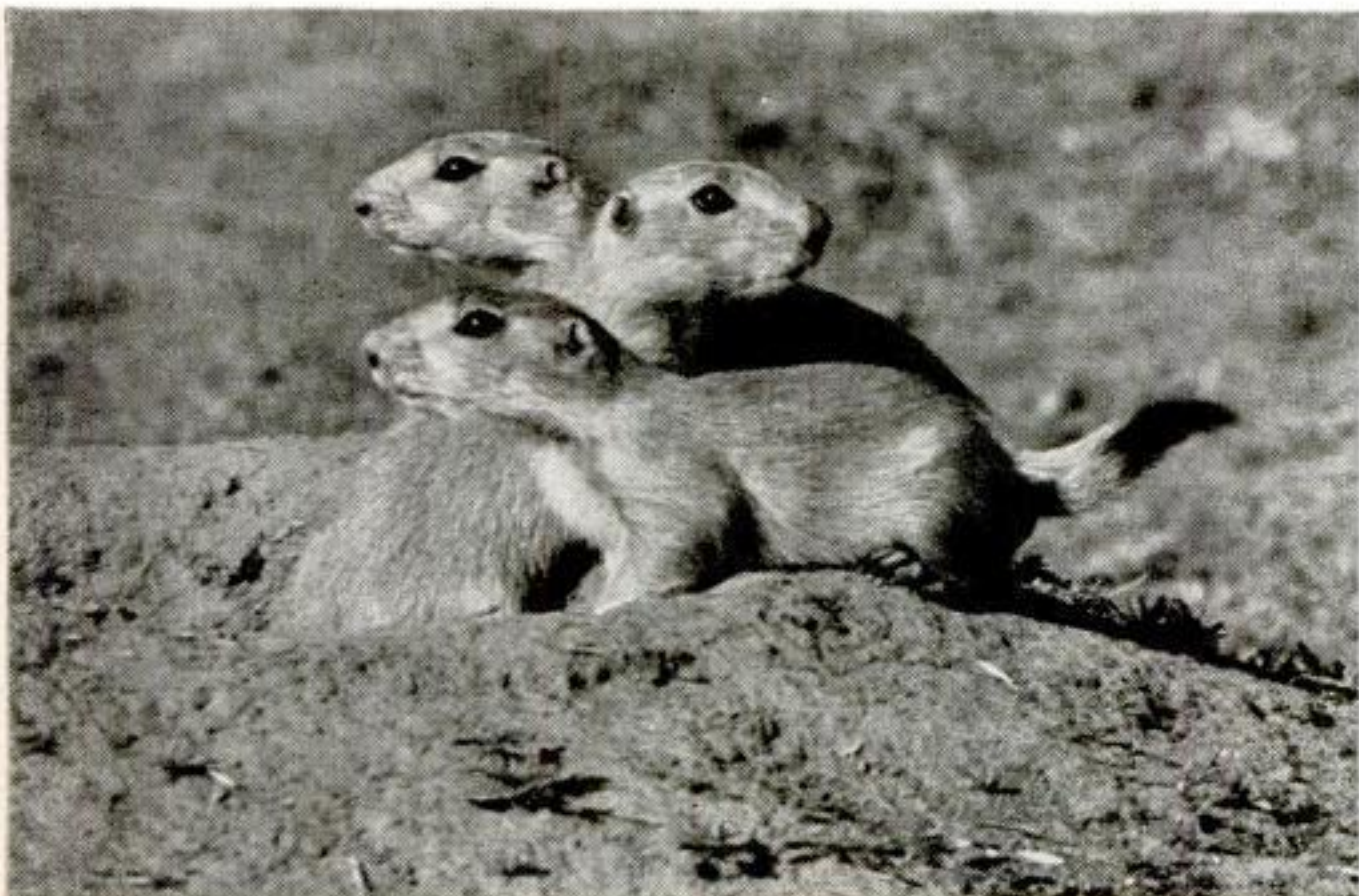
THE PRAIRIE DOG

It fattens on cattle grass of 12 plains states



PRAIRIE DOG'S 15-FOOT BURROW

A destructive and prolific fixture of America's Western plains is the prairie dog, a plump and saucy creature which is not a dog at all but a rodent that looks like a squirrel and is sometimes mistaken for an oversized gopher. Prairie dogs live by the thousands in colonies that honeycomb the soil of 12 Western states and grow fat on grass that otherwise would be food for sheep and cattle. It has been computed that 256 of them eat as much as a cow—in the southwest cattle country they chew up 80% of all the range forage production. Prairie dogs burrow deep into the ground to make their nests (*diagram*), spend most of their time around the mound-like openings to these subterranean apartments and talk back and forth incessantly in a yiplike chatter that sounds like the barking of small puppies. They sometimes get rid of rattlesnakes by sealing them in the burrows, and they are usually quick enough to survive attacks by owls and coyotes. But now the prairie dogs' day may be nearing an end. To protect the rangelands, federal rodent-control crews are taking after them with a new poison deadly enough to wipe out a 5,000-acre colony in a week.



PRAIRIE PUPS, 2 months old, huddle together on mound. Half an ounce at birth, they grow rapidly and weigh more than 2 pounds by their ninth month.

← **SHOWN LIFE-SIZE** in this unusual close-up, 10½-inch prairie dog munches appreciatively on long, juicy stem of a dandelion.

CONTINUED ON NEXT PAGE

first thing to learn...



New Gas ranges light without matches—set and keep exact heats—cook entire oven meals by automatic clock control!



Cakes are *lighter* thanks to the even heat circulation of a Gas oven. Steaks *juicier* when seared by the intense Gas flame!



No waste heat from new super-insulated Gas ranges! Burners are non-clog, easy to clean... broilers are smokeless!



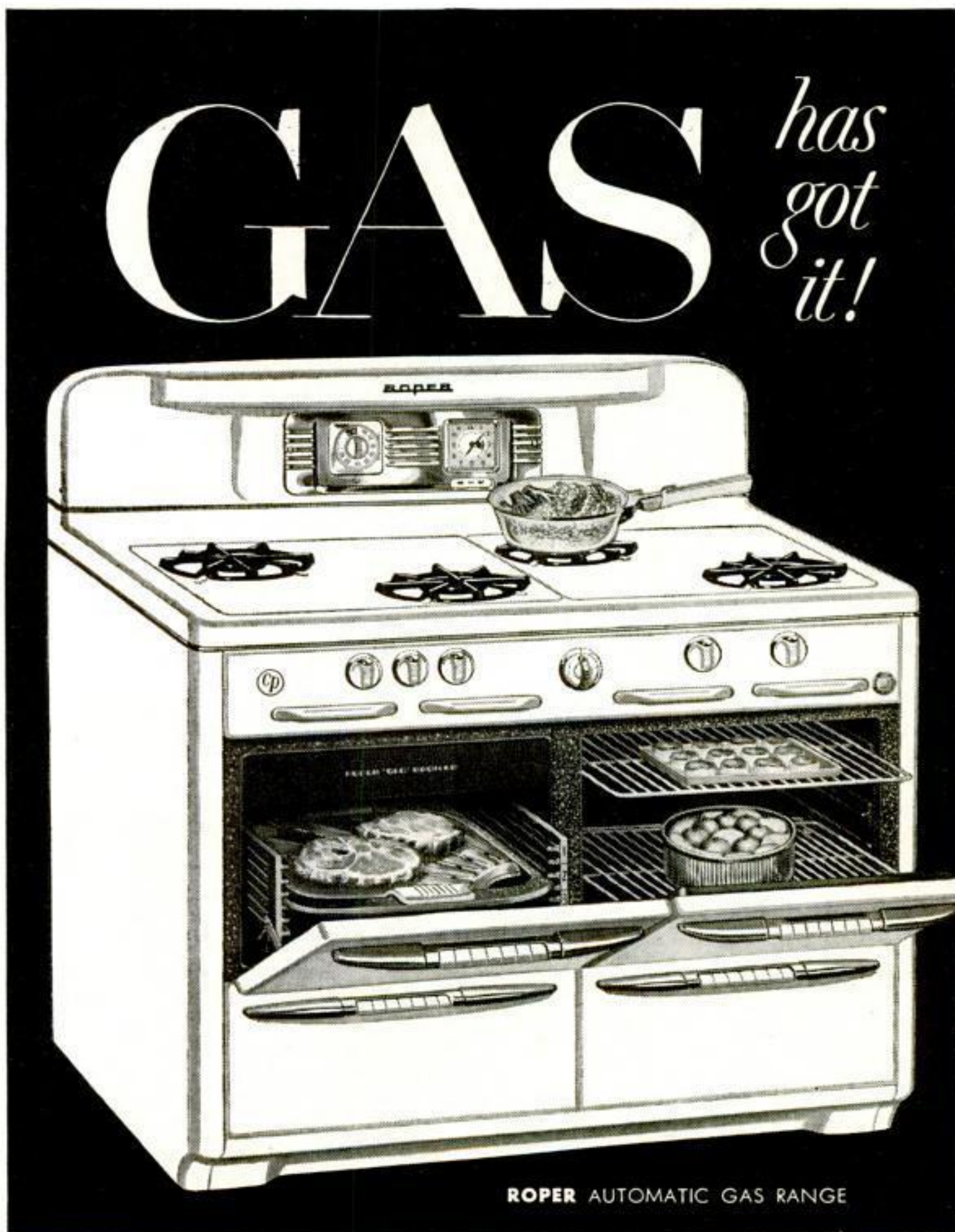
Only Gas gives you a range "custom-built to your needs" with high or low broiler; single or twin ovens; 4, 6 or 8 burners!



Feature for feature, new Gas ranges cost less to buy, less to operate, than any other automatic cooking appliance!



Instant high speed! Instant low simmer! And Gas alone gives you a choice of dozens of heats tailored to every cooking job!



ROPER AUTOMATIC GAS RANGE

Easy as ABC...that's what smart cooks everywhere say about cooking on a new automatic Gas range. You'll say the same thing the minute you see this beautiful new ROPER "CP" Gas range or any of the other famous "makes"

built to "CP" standards now at your Gas company or appliance store. Choose the model that best suits your "New Freedom Gas Kitchen." Then for the best in refrigerators, pick a new silent Servel! **AMERICAN GAS ASSOCIATION**



Never neglect a splinter



The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,* the adhesive bandage that *always* comes to you individually wrapped, 100% sterile.

Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

6 to 1 choice in
doctors'
recommendations



*BAND-AID means made by Johnson & Johnson



REARING UP, prairie dog often makes this unexplained "salaam," which is followed by a leap in the air. Naturalists think gesture may indicate anger.

Stomach UPSET?



Take soothing
**Pepto-
Bismol**
and feel good again!

PEPTO-BISMOL IS GENTLE. It spreads a soothing, protective coating on irritated stomach and intestinal walls.

1. Helps calm and quiet the upset
2. Helps retard fermentation and formation of gas
3. Helps sweeten and settle the stomach

Ask your druggist for pleasant tasting Pepto-Bismol, for gentle yet fast relief.

A Norwich Product

Norwich

Fast Relief For Hot, Painful Feet

If you can't get your feet off your mind because they torment you unmercifully—just do this and you'll want to tell everybody about your wonderful experience with Dr. Scholl's Foot Balm. Rub your feet with it for a few minutes. You feel its soothing, nerve-quieting, stimulating effect at once. That fiery, aching, sore, tired feeling from exertion and fatigue is soon gone, forgotten. It is amazing how Dr. Scholl's Foot Balm leaves your feet so relieved, rested, refreshed, relaxed and revitalized so quickly. Get a jar today. At Drug, Shoe, Department Stores, Toilet Goods Counters.

FOR BEST RESULTS SHAVE WITH..



No brush
No lather
No rub-in

TAKE THE KIND OF PICTURES YOU'VE ALWAYS WANTED!

Get "How to Make Prize-winning Pictures" at your camera store for only 15c. Or send coins to Graflex, Inc., Dept. 15, Rochester 8, N. Y.



**Your Opportunity to Win
a Fortune While You Help
the Orphans of America's
War Heroes!**

\$55,000.00 in CASH PRIZES

**YOU PERSONALLY MAY WIN
AS MUCH AS \$35,000.00!**

\$55,000.00 Cash will be awarded in this new contest sponsored by America's War Orphans Scholarships, Inc., the organization that helps the sons and daughters of America's fallen war heroes secure the educational advantages their fathers would have wanted them to enjoy. You personally may win as much as \$35,000.00 of the 240 prizes which must be won!

BIG MONEY WAITING TO BE WON

While offering you the opportunity to win a fortune, we ask you to help restore to American war orphans the advantages they would have enjoyed had their fathers remained alive. These children are denied many things—even, sometimes, the care and attention of their mother who must work to support them. Trade schools, colleges and universities are allocating scholarships to educate war orphans—yet many need funds for transportation, books, supplies, living expenses, medical care. And, of course, there are not nearly enough free scholarships to go around.

To help the orphans of America's war dead take advantage of educational opportunities offered us, we enlist your support by means of this contest.

240 CASH PRIZES!

Every penny of the net proceeds of this campaign (after paying for the prizes, advertising, and other necessary expenses) will be used by War Orphans Scholarships, Inc., to continue its good work. Your contribution will be not only an "act of charity", but a repayment of a debt all of us owe to the widows and orphans of our valiant war dead.

ENTER TODAY! YOU MAY WIN A FORTUNE!

Please help by entering the contest today. Remember—some skill and time spent now in solving the puzzle on this page may put your foot firmly on the road to fortune—may win you as much as \$35,000.00!

Officers and Contest Committee of
WAR ORPHANS SCHOLARSHIPS, Inc.

Maj. Gen. P. C. HARRIS, Chm.
Adjutant General World War I
U. S. Army, ret'd., Wash., D. C.

WM. E. MCKENNEY, President
New York, N. Y.

Brig. Gen. F. T. HINES, Vice Pres.
Former Veterans Administrator
U. S. Army, ret'd., Wash., D. C.

A. H. MOREHEAD, Secretary
New York, N. Y.

WATSON B. MILLER, Treasurer
Commissioner of Immigration
and Naturalization

Maj. Gen. JAMES A. ULIO
Former Adjutant General
World War II, U. S. Army, ret'd.

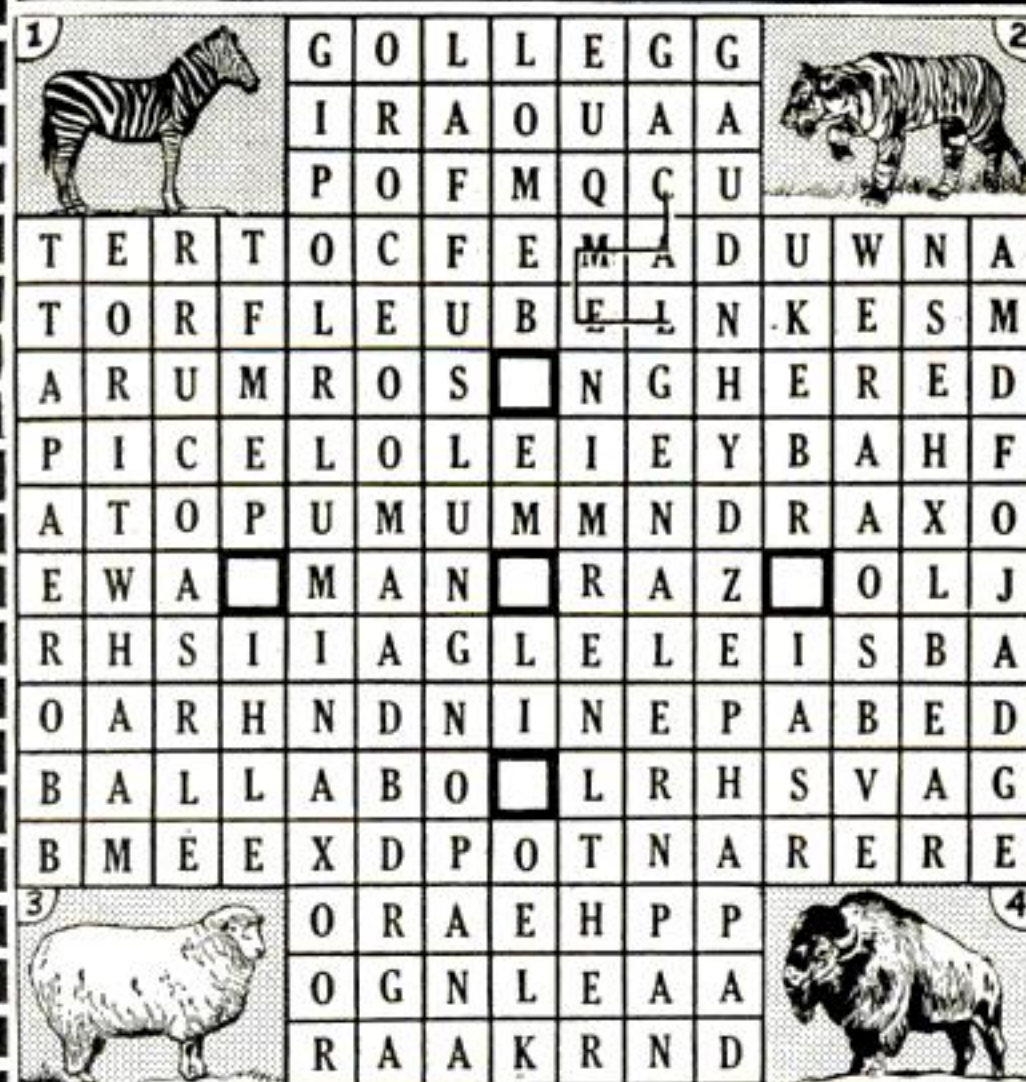
How Well Can You Do With This Puzzle?

You will notice a list of animals' names under the puzzle.
How many of these animals' names can you find in the puzzle?

FOLLOW THESE INSTRUCTIONS:

- Find in the puzzle the first letter of any one of the listed names. Now try to find the second letter of that name in any adjoining square, either left or right or up or down but not diagonally. If you can, then proceed to find the third letter (remember it must adjoin the second letter either to the left or right or above or below). In that way, trace out the entire name. If you cannot, then although you have started with the right letter you may have started with the wrong square or maybe that particular name cannot be spelled out at all—for not all the names in the list are in the puzzle. (To illustrate how you find a name in the puzzle, we have traced out the name CAMEL for you. You will find it clearly marked out in the top part of the puzzle. We have also checked it in the list of animals' names below the puzzle. Be sure to take credit for it in adding up the number of names you have located.)
- Once you have traced out a name you can then go to any other square in the puzzle and start tracing out another name from the list below the puzzle. However, you cannot use any letter square more than once. After you have located the name and traced it out in the diagram, place a check mark in the box to the left of that name in the list below the puzzle. Be sure also to fill in the number of names checked in the space provided below the puzzle. Be accurate for errors may cause you to lose out.
- Now notice that there are five blank squares in the puzzle, and also four animals illustrated (see the four corners). You can obviously spell out more names if you fill in those five blank squares. Therefore fill in those blank squares with the five letters in the name of any one of the four animals illustrated. Those five letters can be placed into the five squares in any order you please. By experimenting you will find that certain letters are more helpful in certain squares than others. It is up to you to decide, after identifying the pictured animals, which of the four names is best to use.
- You won't be able to use all of the letters in the diagram, nor will you be able to trace out all the names in the list. But how many names can you find? You earn 1 point for each listed name you trace out and check—plus 5 points for each animal's picture you identify. So be sure to fill in the five blank squares, and be sure to fill in clearly (in the spaces provided under the puzzle) the names of the four animals illustrated. The names of the animals illustrated in the puzzle need NOT appear in the list under the puzzle. If you identify the four pictured animals correctly and if you assume that the letter A is equal to 1, B to 2, C to 3, and so on, in the order of the alphabet to Z being 26, the combined value of the 20 letters that spell out the correct four names must be 223.

OFFICIAL PUZZLE AND ENTRY FORM



How Many of These Animals' Names Can You Trace Out Above?

- | | | | |
|---|----------------------------------|-----------------------------------|----------------------------------|
| <input checked="" type="checkbox"/> CAMEL | <input type="checkbox"/> GNU | <input type="checkbox"/> KANGAROO | <input type="checkbox"/> SHREW |
| <input type="checkbox"/> GIRAFFE | <input type="checkbox"/> COYOTE | <input type="checkbox"/> YAK | <input type="checkbox"/> OTTER |
| <input type="checkbox"/> MOOSE | <input type="checkbox"/> TAPIR | <input type="checkbox"/> LEOPARD | <input type="checkbox"/> COATI |
| <input type="checkbox"/> ELEPHANT | <input type="checkbox"/> BEAVER | <input type="checkbox"/> HYENA | <input type="checkbox"/> KUDU |
| <input type="checkbox"/> MOLE | <input type="checkbox"/> BAT | <input type="checkbox"/> PIG | <input type="checkbox"/> CARIBOU |
| <input type="checkbox"/> LION | <input type="checkbox"/> QUAGGA | <input type="checkbox"/> LEMUR | <input type="checkbox"/> NILGAI |
| <input type="checkbox"/> BEAR | <input type="checkbox"/> LAMB | <input type="checkbox"/> AGOUTI | <input type="checkbox"/> APE |
| <input type="checkbox"/> PORCUPINE | <input type="checkbox"/> PANTHER | <input type="checkbox"/> BABOON | <input type="checkbox"/> BADGER |
| <input type="checkbox"/> PANDA | <input type="checkbox"/> LORIS | <input type="checkbox"/> ELAND | <input type="checkbox"/> PUMA |
| <input type="checkbox"/> DESMAN | <input type="checkbox"/> FOX | <input type="checkbox"/> HARE | <input type="checkbox"/> BUFFALO |
| <input type="checkbox"/> HYRAX | <input type="checkbox"/> OCELOT | <input type="checkbox"/> WOLF | <input type="checkbox"/> BOAR |
| <input type="checkbox"/> IBEX | | | <input type="checkbox"/> LEMMING |

Puzzle copyright 1949, War Orphans Scholarships, Inc.

To AMERICAN WAR ORPHANS CONTEST, Dept. 199
Washington 13, D. C.

I enclose herewith \$..... contribution to the War Orphans Scholarships, Inc. Enter me in your contest. I have found..... names including CAMEL in the puzzle diagram, as shown by the names traced out on diagram above and checked in the boxes provided. I have also identified the four pictured animals as follows: (must be filled in)

(1)..... (2).....
(3)..... (4).....

and have used the letters in..... (fill in name used) to fill in the empty squares in the puzzle. (Please check below prize group or groups you are entering.)

- () Enter me in Prize Group Number 1. First Prize \$4,000.00. I enclose a contribution of \$2.
() Enter me in Prize Group Number 2. First Prize \$11,000.00. I enclose a contribution of \$5.
() Enter me in Prize Group Number 3. First Prize \$20,000.00. I enclose a contribution of \$10.

**ENTRIES MUST
BE POSTMARKED
BEFORE MIDNIGHT
SEPT. 30, 1949**

NOTE: You may enter any one, two or all three prize groups depending on the amount donated. The following shows how a contestant can qualify for the various prize groups:

Group No. 1 (\$4,000.00 First Prize) \$2 contributed.
Group No. 2 (\$11,000.00 First Prize) \$5 contributed.
Groups No. 1 and 2 (\$15,000.00 combined first prizes) \$7 contributed.
Group No. 3 (\$20,000.00 First Prize) \$10 contributed.
Groups No. 1 and 3 (\$24,000.00 combined first prizes) \$12 contributed.
Groups No. 2 and 3 (\$31,000.00 combined first prizes) \$15 contributed.
Groups No. 1, 2 and 3 (\$35,000.00 combined first prizes) \$17 contributed.

NOTE: Donations should be made payable to War Orphans Scholarships, Inc. Please send check, money order or postal note only. Do NOT send cash.

SIGNED.....

Name..... (PLEASE PRINT PLAINLY)

Address.....

City..... State.....

(ZONE NO. IF YOU KNOW IT)
Additional copies of this official puzzle and entry form will be sent free on request when accompanied by self-addressed, stamped envelope.

OFFICIAL LIST OF PRIZES—3 PRIZE GROUPS—WIN A PRIZE IN EACH GROUP!

GROUP 1	GROUP 2	GROUP 3
\$2.00 Donation Required to Enter	\$5.00 Donation Required to Enter	\$10.00 Donation Required to Enter
1st Prize \$4,000.00	1st Prize \$11,000.00	1st Prize \$20,000.00
2nd Prize \$500.00	2nd Prize \$1,500.00	2nd Prize \$3,000.00
3rd Prize \$300.00	3rd Prize \$1,000.00	3rd Prize \$2,000.00
4th Prize \$150.00	4th Prize \$500.00	4th Prize \$1,000.00
5th Prize \$100.00	5th Prize \$250.00	5th Prize \$500.00
6th prize \$100. 7th and 8th prizes, each \$50. 9th prize \$30. 10th prize \$20. 70 prizes, each \$10.	6th prize \$250. 7th prize \$125. 8th and 9th prizes, each \$100. 10th prize \$75. 70 prizes, each \$30.	6th prize \$500. 7th prize \$250. 8th and 9th prizes, each \$200. 10th prize \$150. 70 prizes, each \$60.
Total \$6,000.00	Total \$17,000.00	Total \$32,000.00

HURRY! ACT NOW! Don't Let This Opportunity Pass You By!

There's a fortune to be won—and there's still time to win it. But that time will be up soon, and then this opportunity will be gone. So don't put it off. Start solving the puzzle at once, and get your entry in the mail promptly. All entries must be postmarked before midnight, September 30, 1949. Act—and act fast—to win your share of the \$55,000.00 in Cash Prizes!

NEATNESS DOESN'T COUNT! NO LETTERS OR SLOGANS TO WRITE!

OFFICIAL RULES OF THE CONTEST

- \$55,000 will be awarded in accordance with the instructions, official prize list and these rules to the contestants who achieve the highest scores in solving the Official Contest Puzzle. This sum will be awarded in three prize groups: Group No. 1 with a first prize of \$4,000.00; Group No. 2 with a first prize of \$11,000.00; Group No. 3 with a first prize of \$20,000.00. Each group has an additional list of 79 prizes each, making a total of 240 prizes in all. (See official list of prizes.)
- To enter Group 1 a contestant must send in with his answer to the puzzle a donation of \$2.00 to War Orphans Scholarships, Inc.; to enter Group 2 a donation of \$5.00 is required and to enter Group 3 a donation of \$10.00 must be sent in. A contestant may compete in any one, two or all three prize groups and once having entered may transfer his entry from any group or groups to any other group or groups by submitting the necessary additional donation any time within the limits set forth in Rule 7.
- Each prize group will be judged separately. The contestant who submits the highest valid score in Group 1 will be entitled to first prize in Group 1. Second prize in Group 1 will be awarded to the contestant with the second highest score submitted in that list and so on until the 80 prizes in Group 1 have been awarded. Prizes in Groups 2 and 3 will be awarded similarly.
- In the event of ties in any group (which seem likely, since this is a large national contest), as many prizes will be reserved in that group as there are tied contestants, before any prizes are awarded for lower scores. To break such ties these tied contestants will be required to send in solutions to a set of five tie-breaking puzzles. The solutions to puzzle No. 1 in this tie-breaking set will be judged first and then the tied-for prizes will be awarded in the order of the valid scores submitted. If this is not sufficient to break all ties and permit awarding of all the tied-for prizes, then the solutions to puzzle No. 2 submitted by the remaining tied contestants will be judged. If ties still remain, the solutions of the still tied contestants to puzzle No. 3

- will then be judged and so on, if necessary, to puzzle No. 5. This may mean that puzzles Nos. 2 to 5 may not be judged. However, if further needed to break ties a second, third or even a fourth set (each of 5 such tie-breaking puzzles to be judged similarly) may be used (a possible total of twenty puzzles). All tie-breaking puzzles will be similar to the original puzzle, though the letter maze may be larger and the picture identification required embracing objects as well as animals may be more difficult and numerous. As in the original puzzle, word lists will be supplied with each puzzle. Tie-breaker puzzles will be judged on the same basis as the original puzzle. A limited time (never less than three days and possibly as much as two weeks), the same for each contestant, will be given for solving tie-breaking puzzles and they will be judged on the same basis as the original puzzle. Tied contestants will not be required to make any further contributions. Should final ties remain after the fourth series of tie-breaking puzzles, each tied contestant will receive the full amount of the prize for which he or she is tied.
- The contest is open to any resident of the Continental United States except employees of War Orphans Scholarships, Inc., and its subsidiary units, its advertising agencies, its service organization, or members of their families. Also excluded is anyone who has won \$500.00 or more in cash or kind awarded in any other puzzle contest prior to entering this contest, or any member of his or her family. Every possible precaution will be taken to enforce this provision. Only one member of an immediate family living at the same address may compete. All entries must bear a permanent home address in the Continental United States to which all contest mail will be sent. Where a contestant changes such permanent home address, War Orphans Scholarships, Inc., should be notified immediately, but War Orphans Scholarships, Inc., can, in no case, assume responsibility for delivery of mail. In view of the uncertain address of members of the Armed Forces on active duty, and the consequent delay in mail delivery, this contest of necessity is not open to them.
- Each contestant will receive an acknowledgment and an entry number upon receipt of his or her solution to

- The Official Puzzle, which solution must be submitted on an Official Entry Form and must be accompanied by a contribution of \$2.00 or more. In working out and submitting puzzle solutions, contestants must follow the instructions accompanying the puzzle. A contestant will not receive a higher score than that claimed nor than that earned. Neatness does not count, but unsigned or illegible entries, or entries so unclear as to be confusing, will not be considered, and donations accompanying disqualified entries will be returned after judging is completed. Where more than one entry is submitted by an individual, his or her highest valid score will be considered only in that group or groups in which that score is entered. That score will serve to compete in any one, two or all three prize groups, depending on the amount donated with that particular entry. An individual may win only one prize in each prize group.
- All entries must be sent by mail to:
AMERICAN WAR ORPHANS CONTEST
Washington 13, D. C.
and must be postmarked before midnight, September 30, 1949, and received before 5 P. M., October 15, 1949, to be eligible for consideration. However, an extra sixty days from these dates is allowed for the mailing and receipt of additional donations to transfer from one group or groups to another group or groups. War Orphans Scholarships, Inc., will not be responsible for lost or delayed communications or for clerical or mechanical errors and each contestant by the act of sending in an entry agrees to be bound by the rules and instructions and, in any event, by the decision of the War Orphans Scholarships, Inc., and/or its Committee on Awards on any and all matters affecting the contest. In the case of the names of objects, the final authority is the Merriam-Webster New International Dictionary, Unabridged, Second Edition, 1949 printing.
- Any contestant who accepts help of any kind from anyone (same family or household excepted) will be disqualified. Sworn statements to this effect will be required from all winners and every reasonable effort will be made to enforce this rule.

Here's the first step in making linens last!

THE problem in laundering white and color-fast cottons and linens is how to make them snowy-white and color-bright without wearing out the fabric.

The answer is...laundry with Clorox! For Clorox is easy on fabrics... makes linens snowy-white, color-bright extra-gently... because it's free from caustic and other harsh substances. Clorox also conserves linens another way...it lessens rubbing! In addition, Clorox removes stains, deodorizes, makes linens sanitary! Let laundering with Clorox be your first step in making your linens beautiful...and longer lasting!



You get these **2 BIG** with **CLOROX**
EXTRAS

1. GENTLER
BLEACHING ACTION
...longer life for linens!

2. GREATER
DISINFECTING EFFICIENCY
...added health protection!

Clorox conserves costly linens and does a better job of disinfecting because it's free from caustic and other harsh substances... made by an exclusive formula protected by U.S. patent!



Directions on Label

CLOROX... AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT



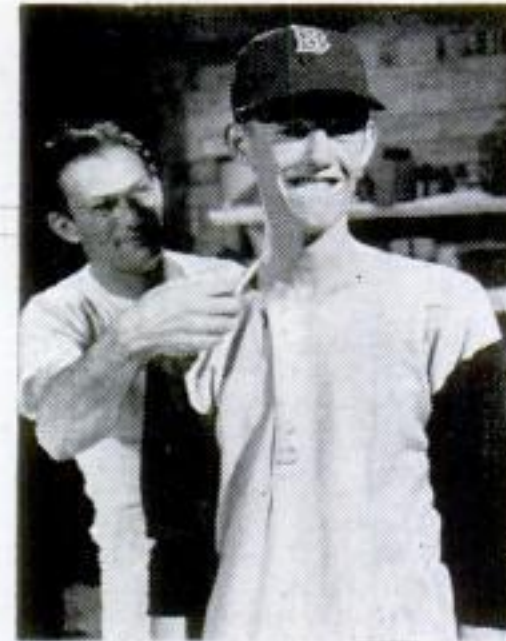
Elsewhere in this issue, in a Hart Schaffner & Marx advertisement, there is a picture of a young man waiting for a telephone booth. The painting was made by Tom Hall, a stickler for accuracy. To make sure that the ladies in the background were

drawn true to life, he took his sketchbook to a position in a railroad station where he could watch the public telephones. He came back from his reconnaissance convinced that neither sex has a monopoly on longwindedness.

Tom Hall, an outstanding portrayer of men, manages to catch that casual but correct look that is the distinguishing mark of the well-dressed male. This kind of tailoring is very deceptive. It looks easy, but isn't. It depends upon perfect drape and fine detailing. You'll find it in clothes with the Trumpeter® label... the clothes that Hart Schaffner & Marx has made famous.

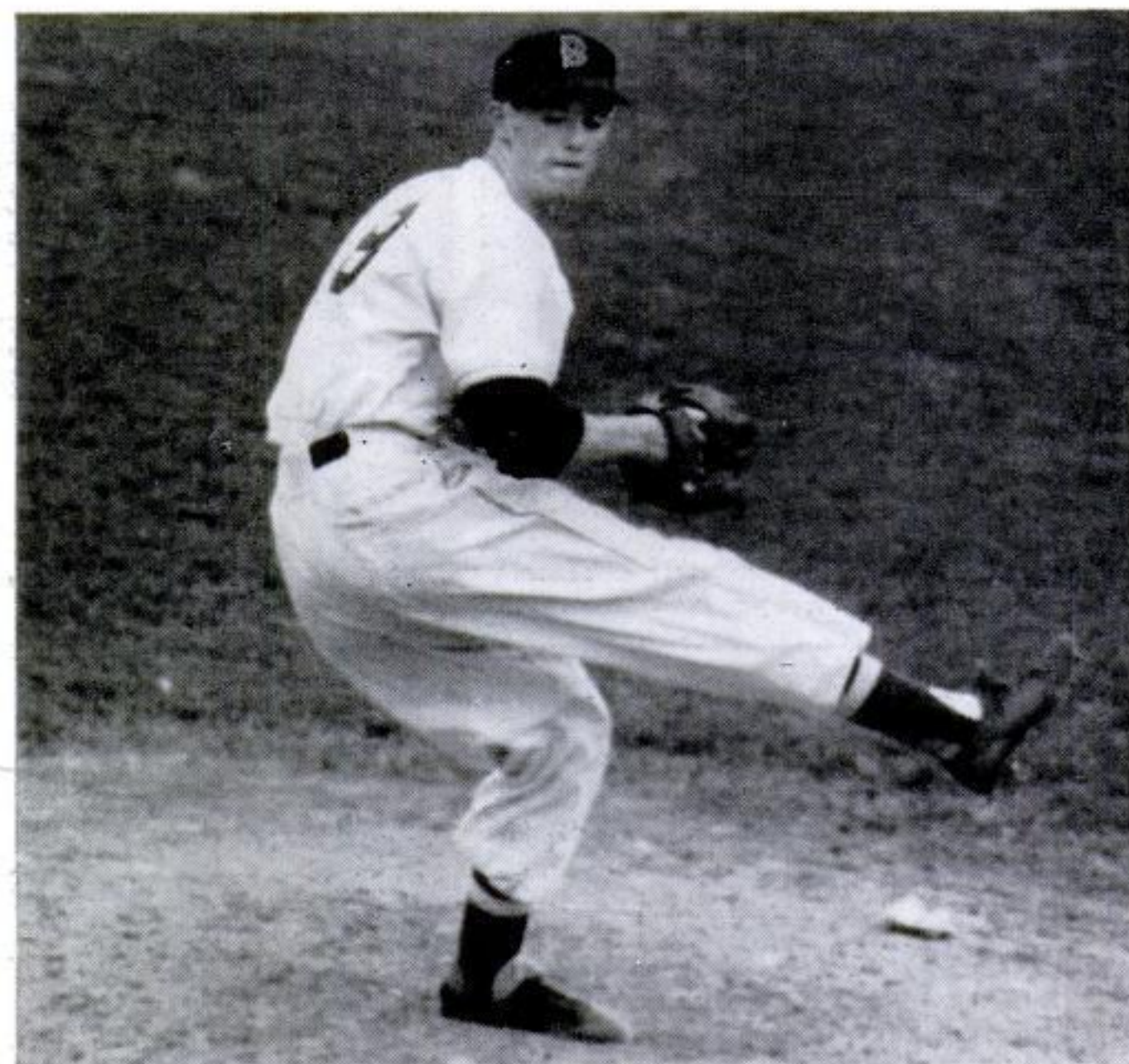
SEQUEL

ROOKIE McDERMOTT MAKES GOOD IN MAJORS



IN 1948 McDermott smiled as he got sunburn treatment.

When the picture at left appeared in LIFE's issue of March 22, 1948, 19-year-old Maurice McDermott of the Boston Red Sox looked more like a Ring Lardner rookie than a major-league pitcher. The Red Sox must have thought so because they sent McDermott to the Eastern League for a year. Since June, however, McDermott has been back with the Red Sox, and last week he was one of the pitchers they counted on in the stretch drive for the American League pennant. Boston sportswriters, goggle-eyed over McDermott's fast ball, were already comparing him to Lefty Grove.



IN 1949 McDermott, nicknamed "The Human Pretzel," gets set to fire his fast ball at Cleveland. Hopelessly wild 18 months ago, he now has fair control.



DELIGHTED TEAMMATE, Catcher Matt Batts, musses McDermott's hair after his pitching beat St. Louis. Two of his first five victories were shutouts.



... it's always
a pleasure

I.W. Harper



Distilled and bottled in bond under the supervision of the United States Government.

precious aged bottled in bond

I.W. HARPER

Kentucky Straight Bourbon

since 1872



The Gold Medal Whiskey

KENTUCKY STRAIGHT BOURBON WHISKEY, BOTTLED IN BOND, 100 PROOF, I. W. HARPER DISTILLING COMPANY, LOUISVILLE, KENTUCKY

30-DAY TEST REVEALED

NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking **CAMELS!**

Yes, Camels are SO MILD that

in a coast-to-coast test of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days, noted throat specialists, making weekly examinations, reported **NOT ONE SINGLE CASE OF THROAT IRRITATION** due to smoking **CAMELS!**

**Make your own
CAMEL 30-DAY
TEST in your
"T-ZONE"**

Thousands already have made this test... thousands more are making it right now! Here's all you do: Smoke Camels for 30 consecutive days. Smoke as much as you like—but smoke only Camels. Compare them in your "T-ZONE" (T for Taste, T for Throat). See if you don't agree that Camels are the mildest, best-tasting cigarette you ever smoked.



AT THE BIG GAMES, in homes, in offices... wherever smokers gather, the question of the day is, "How mild can a cigarette be?" The answer—from millions of smokers who *know*—is, "Smoke Camels and *see!*"

According to a Nationwide survey:

**MORE DOCTORS
SMOKE CAMELS**
than any other cigarette

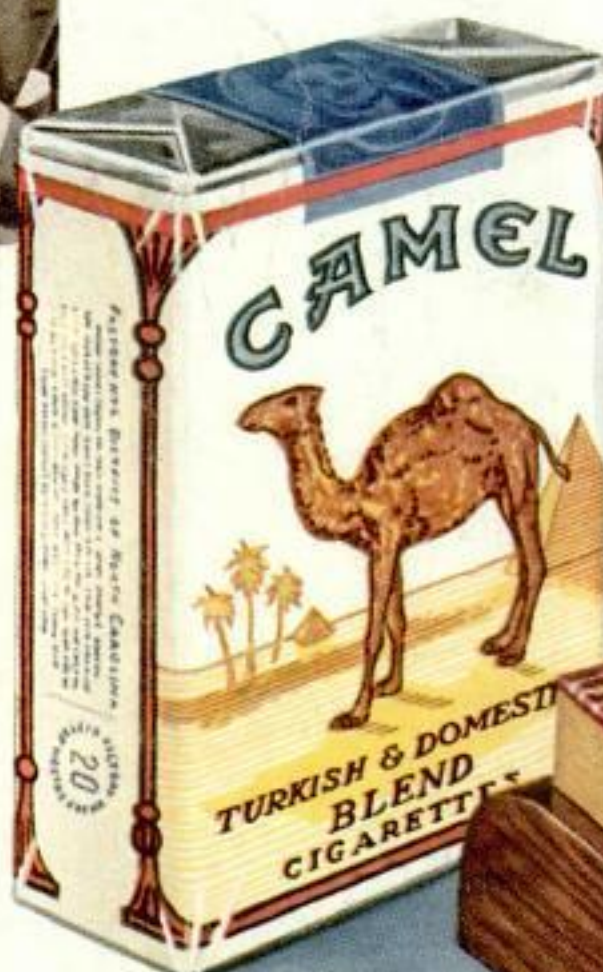
When three leading independent research organizations asked 113,597 doctors what cigarette they smoked, the brand named most was Camel!



*Lovely swimming star
reports on the test:*

"The 30-Day Test was a pleasure—every good-tasting puff of it! I'm convinced there's nothing quite like a Camel for flavor and mildness!"

JEANNE WILSON,
'48 Olympic swimmer.



R. J. Reynolds
Tobacco Co.
Winston-Salem,
N. C.

